

# Southern BUILDING SUPPLIES

JULY, 1954

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

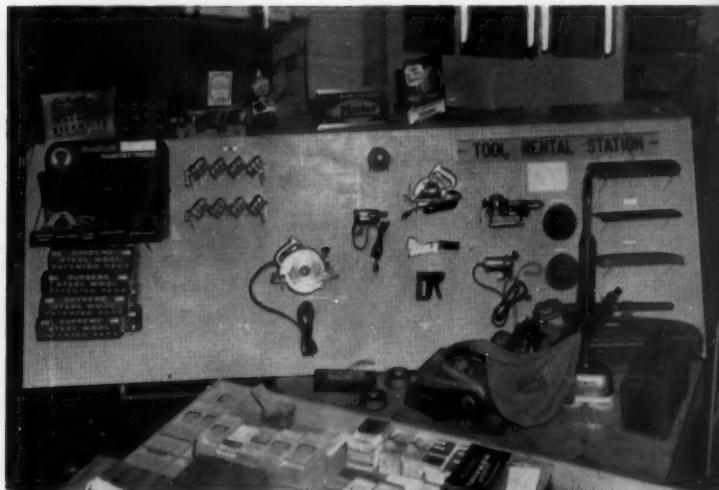


## *The Dealer and Air-Conditioned Homes*

How the dealer can make more sales in the 'Climatized' Home Boom is explained on pages 21-23. This feature brings you up-to-date on Southern research and progress in air-conditioned homes. Prefabricated by U. S. Steel Homes, Inc., the air-conditioned house at left is in Coronado Acres at Chamblee, Ga.

## *Store Remodeled for One-Stop Service*

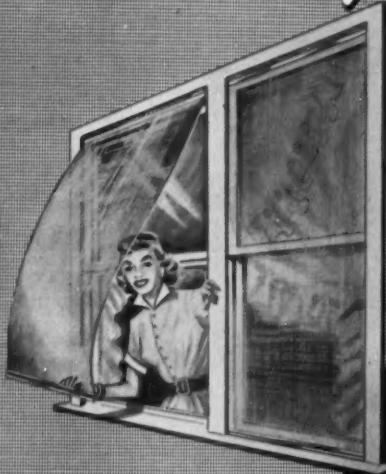
This Georgia dealer has added new departments and displays to serve more Do-It-Yourself customers more profitably. This display shows rental tools, paint accessories, trims. See pages 28-29.



How Dealer Builds Big Volume on CUSTOM SCREENING . . . page 26

When Is A Wholesaler Not a Wholesaler — see 'Horse Sense' page 19

as easy as 1-2-3



# BURNS

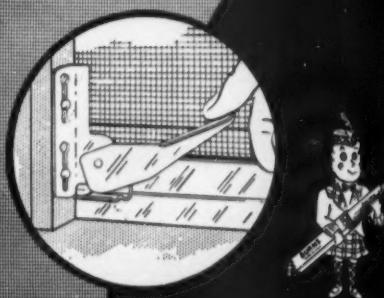
ALUMINUM TENSION SCREENS

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Profit-wise merchants are "cashing-in" on a growing "do-it-yourself" market and on the growing demand for BURNS TENSION SCREENS. BURNS Screens are easiest to install, easiest to store and easiest to sell.

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BURNS SCREENS are individually packaged. They are easier to display... easier to handle... and easier to store (attractive package also serves as container for winter storage!)



For further information write or wire

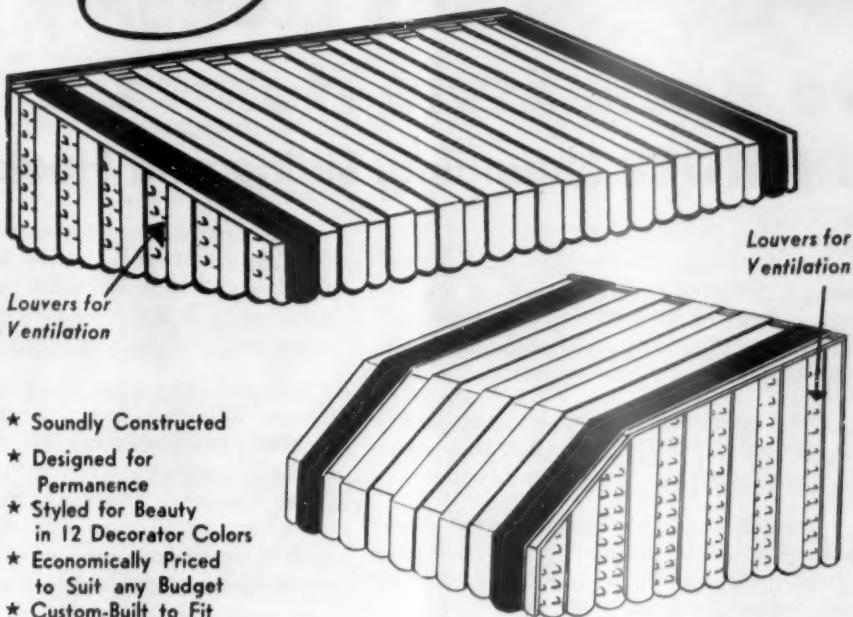
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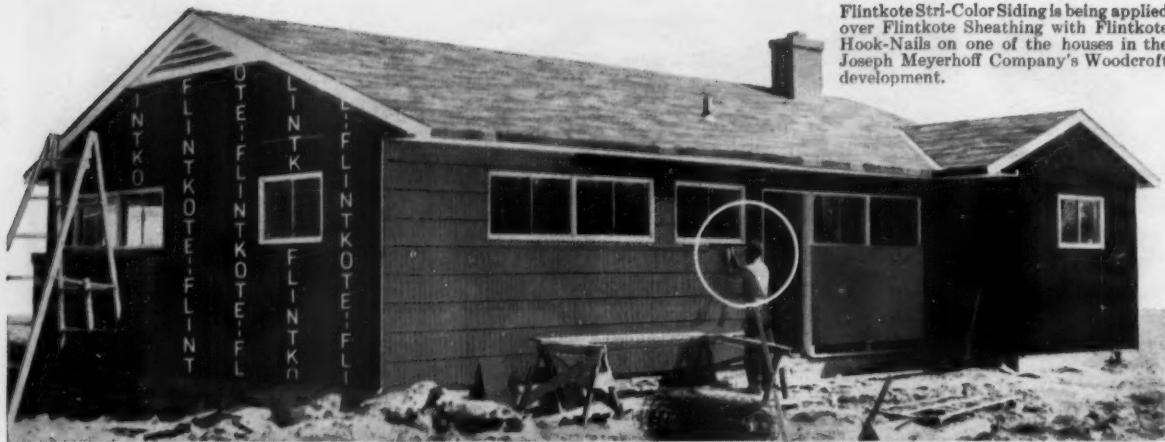


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Flintkote Stri-Color Siding is being applied over Flintkote Sheathing with Flintkote Hook-Nails on one of the houses in the Joseph Meyerhoff Company's Woodcroft development.

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The Joseph Meyerhoff organization of Baltimore, Maryland . . . headed by Joseph Meyerhoff, a past president of the NAHB, and his son, Harvey M. Meyerhoff . . . has built a lot of houses during the past 30 years. *Thousands* of them!

In this particular development the company is building 320 new homes of four basic styles . . . all of which will be completed in 1954.

Beauty, quality, economy and speed of construction are all assured in this new subdivision through the use of Flintkote Sheathing, Siding and Hook-Nails.

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structural strength and moisture resistance. This rigid sheathing, with high racking strength and high insulation value, gives a combination of economic factors designed to please both builders and future homeowners.

Beautiful Flintkote Stri-Color Asbestos-Cement Sidings . . . with the famous water-repellent, stain-resistant DURA-SHIELD\* Finish . . . make these houses very attractive. These handsome, fireproof sidings, in a range of solid and pastel colors, harmonize with other modern siding materials simplifying the styling of either a single house or of a development.

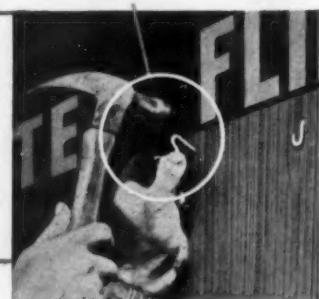
It will pay you, too, in many ways, to recommend Flintkote Building Products. Write us for a free catalog.

\*A Trade Mark of The Flintkote Company

"The Flintkote Hook-Nail is the most practical asbestos-cement nail fastener on the market today," said Mr. Vernon Smick, President of the Vernon H. Smick Company of Baltimore, applicator

of this new Joseph Meyerhoff Company development.

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THE FLINTKOTE COMPANY, Building Materials Division,  
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# Southern Building Supplies

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

806 Peachtree St., N.E., Atlanta 5, Ga.

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NATIONAL BUSINESS PUBLICATIONS



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## Business Representatives

CHICAGO: Robert A. Blum, 338 North Michigan Avenue, Tel. Central 6-4181.  
CLEVELAND: W. G. Sheehan, 17021 Amber Drive, Cleveland 11, Ohio. Tel. Winton 1-1806.  
GASTONIA, N. C.: W. C. Rutland, P. O. Box 102, Tel. 7995.  
LOS ANGELES: L. B. Chappell, 6399 Wilshire Boulevard, Los Angeles 48, Calif., Tel. Webster 8-9241.  
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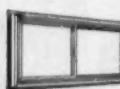
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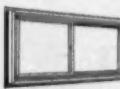
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# association directory...

Associations serving Building Supply Dealers in  
Southern and Southwestern states—and served  
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**Alabama Building Material Exchange** — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: Peter Fyfe, Birmingham, Ala.

**Arkansas Association of Lumber Dealers** — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Robert R. Stair, Little Rock, Ark.

**Building Material Merchants of Georgia** — 1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: Allen Johnson Sr., Albany, Ga.

**Carolina Lumber and Building Supply Association** — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 6-5541. President: W. M. Spurrier, Charlotte, N. C.

**Florida Lumber and Millwork Association** — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: Ray C. Tylander, West Palm Beach, Fla.

**Kansas Lumbermen's Association** — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Von Fange. Tel. 4607. President: Henry C. Wildgen, Hoisington, Kas.

**Kentucky Retail Lumber Dealers Association** — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: H. L. Shannon, Henderson.

**Louisiana Building Material Dealers Association** — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Shelby Hill, Monroe, La.

**Lumbermen's Association of Texas** — South Coast Life Insurance Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PREston 9157. President: Harry L. Richards, New Braunfels, Tex.

**Middle Atlantic Lumbermen's Association** — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PErnypacker 5-5377. President: W. R. Lamar, Washington, D. C.

**Mississippi Retail Lumber Dealers Association** — 607 North State Street, P. O. Box 1968, Jackson 115, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Sam Simmons, Grenada, Miss.

**National Building Material Distributors Association** — 111 W. Washington Street, Chicago 2, Ill. General Manager: S. M. Van Kirk. Tel. Franklin 2-3149. President: H. M. Dooley, Saginaw, Mich.

**National Lumber Manufacturers Association** — 1319 Eighteenth Street, N. W., Washington 6, D. C. Exec. Vice-President: Leo Bodine. Tel. Decatur 2-1050. President: James R. Bemis, Prescott, Ark.

**National Plywood Distributors Association** — 20 N. Wacker Drive, Chicago 6, Ill. Managing Director: Charles E. Devlin. Tel. Financial 6-2871. President: Robert C. Whitmeyer, Gloucester City, N. J.

**National Retail Lumber Dealers Association** — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional

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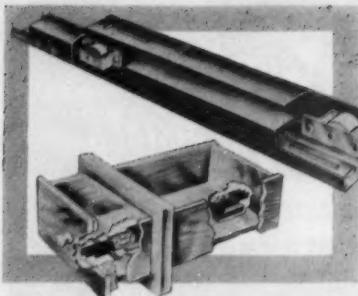
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Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel.: 7-0338. President: Virge Steger, Durant, Okla.

Producers Council — 1001 Fifteenth Street N. W., Washington 5, D. C. Managing Director: John L. Haynes. Tel. Executive 3-1213. President: Elliott C. Spratt, St. Joseph, Mo.

Southern Builders Supply Association — 814 Howard Avenue, New Orleans, La. Secretary: Herbert Jahncke. President: Fred J. Grace Jr., Baton Rouge, La.

Southern Sash and Door Jobbers Association — 920 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: Thomas Birchfield. Tel. 8-4588. President: James M. Green, Orangeburg, S. C.

Southwestern Lumbermen's Association — 512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: Sam M. Arnold, Kirksville, Mo.

Tennessee Building Material Association — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: W. S. (Red) Sexton, Knoxville, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Forrest G. Brice, Ashland, Va.

West Virginia Lumber and Builders Supply Dealers Association — P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: George W. Kelly, Charleston, W. Va.



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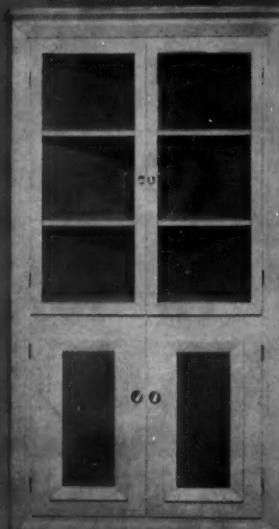
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**13. Sash Balance.** New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

**15. Plastic Tileboard.** New color chart shows three patterns and 10 colors of AFCO Prefinished Wallpanels. Another booklet pictures various metal trims and mouldings. A new "How to Install" booklet, as well as a consumer product folder is also available. The A&F Tileboard Co., Inc., Box 4085, Alexandria, La.

**19. Metal Moldings.** A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

**23. Heatilator Fireplaces.** Illustrated booklet gives complete information on famous Heatilator unit. Describes the many advantages of the steel fireplace form including smokeless operation, heat circulating feature. Builders are assured of perfect operation—never plagued with com-

plaints. In many areas Heatilator Fireplace is the only source of heat needed in the home. Heatilator, Inc., Syracuse, N. Y.

**29. Awning Windows.** Illustrated Catalog No. 102 gives size schedule, specifications and construction details on Gate City Wood Awning Windows. Complete dealer information is available on request. Write the Gate City Sash & Door Co., P. O. Box 901, Fort Lauderdale, Fla.

**33. All Weather Sheathing.** Free booklets describing a new All Weather Sheathing waterproofed and sun-fast and complete application directions for use as a base for wood siding, masonry veneer, stucco, wood shakes or asbestos shingles. Standard 4' widths and king size 8' widths. Booklets suggest various uses for this new sheathing around the home, industrial plants and for farm service buildings. Ask for a free sample. The Upson Co., PR Dept., Lockport, N. Y.

**37. Folding Stairways.** New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

**47. Flexboard.** A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

**55. Wallboards.** Samples and descriptive literature available on Plastergon Duo-Tone and Perfect-O-Cell fibre wall boards, along with Lockaire decorative and sheathing insulation boards. The Plastergon Wall

Board Co., Philadelphia Ave., Buffalo 7, N. Y.

**63. Home Insulation.** A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

**65. Rock Wool Insulation.** Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Co., 325 Delaware Ave., Buffalo 2, N. Y.

**85. Farm Book.** New 16-page book showing uses of Celotex products in service buildings and the home. Fully illustrated. Includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.

**87. Outdoor Fireplaces.** A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13905 Miles Avenue, Cleveland, Ohio.

**95. Paint Thinner.** Tandrotine — a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent

(Continued on page 11)

## SOUTHERN BUILDING SUPPLIES

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Atlanta 5, Ga.

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3	13	15	19	23
29	33	37	47	55
63	65	85	87	95
107	117	141	143	161
163	165	177	183	195
201	203	229	233	239
263	265	267	275	277
279	281	283	285	287
289				

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DIVISION**

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**UNITED STATES STEEL**



for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.

**107. Red Cedar Shingles.** A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.

**117. Southern Pine Lumber and Oak Flooring.** Write for complete information on prices, quantity and quality. Also, yellow poplar, red cedar closet lining and K.D. Pine Flooring. W. J. Word Lumber Co., Scottsboro, Alabama.

**141. Steel Casement Windows.** Folder 102s with illustrations, details, diagrams and sizes describes Hope's Residence (Holford) Casements and Picture Windows. Hope's Basement and Utility Windows are Hope's type "H" Standard Doors. Hope's Windows, Inc., Jamestown, N. Y.

**143. "How-ell-dor" Sectional Doors.** Attractive new 8-page catalog illustrates and describes styles and sizes of "How-ell-dor" sectional uplift residential and commercial garage doors. Technical data also supplied for "How-ell-dor" accessories and electric operators. The Howell Mfg. Co., 7206 Hasbrook Ave., Philadelphia 11, Pa.

**161. Ready-Trimmed Window Units.** Outside-inside trimmed Fenestra residence steel casement units are covered in 4-page folder, RE-23. Includes table of casement types and sizes, installation details and information on hardware, inside screens and inside storm sash. Detroit Steel Products Co., 3227 Griffin, Detroit 11, Mich.

**163. Perimeter Heating.** Informative folder describes correct method of laying clay pipe for warm air heating ducts. Gives sizes and specifications of pipe required as well as plan for model system. To obtain, write: W. S. Dickey Clay Mfg. Co., 922 Walnut Street, Kansas City 6, Missouri.

**165. Window Sash Balance.** Catalog pages describe spiral balance in detail and list correct balance for various size and weight windows. Caldwell Manufacturing Co.; Dept. CLP, world's only manufacturer of both tape and spiral balances, 63 Commercial St., Rochester 14, N. Y.

**177. Resolite translucent structural panels.** In a 12-page multicolor catalog. Resolite panels of Fiberglass-reinforced resin plastic are completely described, including technical data on structural strength and light transmission for the eight standard colors. A table gives standard sizes, corrugations, and weights. Methods of application for structural and decorative uses are shown. Resolite Corporation, Zelienople, Pennsylvania.

**183. Hollow-Core Doors.** New architect's file folder shows detailed construction, available sizes and other interesting specification data for General Gibraltar and Kentucky Colonel hollow-core flush doors. General Plywood Corporation, Louisville 12, Kentucky.

**195. Baked Finish Wallboard Panels.** Five new color folders showing use of Wallace Wallboard Products. Two folders show Wal-lite, two folders cover Satin-lite line and one folder describes Grani-lite. Each describes uses in kitchens, bathrooms, utility, recreation, etc. Also excellent for commercial installations. Complete information on request. Wallace Manufacturing Co., 10th and Fayette, North Kansas City, Mo.

**201. Laminated Panels.** Novoply, an unusually stable, mosaic-textured all wood panel of many uses, and Plank-weld, prefinished hardwood plywood panels' edge-grooved for easy wall installation, are described in two folders issued by United States Plywood Corp., 55 West 44th St., N. Y. 36, N. Y.

**203 Fiber Glass Insulation.** A new booklet, "Fiberglas Insulations for Light Construction," includes design and application data on Fiberglas roll blankets, batt blankets, pouring wool, perimeter insulation, and utility batts. It also gives information on condensation, ventilation, and other insulation design considerations. Owens-Corning Fiberglas Corp., Toledo 1, Ohio.

**229. Awning Windows, Storage Cabinets.** Two new booklets in full color and illustrated throughout describe these outstanding Bilt-Well Products. Sketches and photos show Awning Windows flexibility and characteristic features for beauty and ease of operation. Bilt-Well Cabinets are attractively presented for use throughout the home. Carr, Adams & Collier Co., Dubuque, Iowa.

**233. Western Pines Home Interiors.** 24-page booklet with eight full-color pages shows interiors of all rooms finished in knotty and clear paneling of Western Pine. Western Pine Association, Yeon Building, Portland 4, Oregon.

**239. Aluminum Tension Screens.** A descriptive catalog sheet and an envelope-size folder tell how new Burns screens offer the advantages of both aluminum and tension-type design. Sketches show how easily the screens are installed, stored, and how they maintain tension through the years. Burns Manufacturing Co., Louisville, Ga.

**263. Latex Wall Finish.** Colorful booklet on custom color service from a basic white stock at point of sale. Color service involves no extra cost to dealer or customer. Patterned after Seidlitz's patented Multitint process for marketing a full color range in eleven oil base products with no color investment. Seidlitz Paint & Varnish Co., P. O. Box 37, Kansas City 10, Mo.

**265. North Idaho Spruce.** Illustrated literature, specifications and finishing instructions for North Idaho Engelmann Spruce, the scientifically kiln-dried improved spruce that makes an ideal wood for interiors, furniture, cabinets and exteriors. Pack River Sales Co., P. O. Box 64, Spokane, Wash.

**267. Brass Hardware.** Loose-leaf catalog pictures, describes, and prices the Ideal line of brass hardware. It covers butts and hinges, one-bore

latches, barn door latches, cabinet latches, sash adjusters, sash holders, picket gate hardware, and related items. Ideal Brass Works, Inc., 250 East Fifth Street, St. Paul 1, Minn.

**275. Preservative for Wood.** Colorful booklet is actually manufacturers' section of Sweet's Catalog — Light Construction File. Directions for applying by brush, spray, or dipping lumber is covered thoroughly, and recommendations for the use of a preservative on "Danger Spots" will be helpful to dealers, builders and architects. The Coppo Company, Inc., 2342 So. Lauderdale, Memphis, Tenn.

**277. Colonial Corner Cabinets.** Brochure and prices on the thoroughbred line of corner cabinets. Authentic Colonial reproductions in a wide range of styles and sizes plus the new Gregg Westchester designed for ranch homes. Gregg & Son, Inc., Framingham, Mass.

**279. Built-Ins With Plywood.** Outstanding designs for plywood built-in features from Special Awards Competition of "Better Living Home" house design contest are featured in the booklet "A Portfolio of Architectural Designs for Plywood Built-Ins." Available from Douglas Fir Plywood Association, Tacoma 2, Washington.

**281. Heatforms and Other Fireplace Equipment.** Architects, draftsmen, home builders, and brickmasons, identify your profession or trade and write to the Superior Fireplace Company, 601 North Point Road, Baltimore 6, Maryland, or 1708 E. 15th Street, Los Angeles, California, to receive a portfolio filing kit containing complete information on Superior fireplace equipment, consisting of Heatforms, Form Dampers, drape screens, fuel grates, ash dumps, cleanout doors, and portable barbecue equipment.

**283. Storage Space.** "More and Better Closets" is a new booklet that makes suggestions for better coat, broom, clothes, linen, and other closets. It also discusses the effect of various types of roofs on storage space in houses. Advantages of Supercedar closet lining are given. George C. Brown and Co., Inc., Greensboro, N. C.

**285. Panel Windows.** A new folder shows models and sizes of National Woodworks panel windows. Unit dimensions for rough wall openings are given for group, single, and ribbon units. National Woodworks, Box 5416, Birmingham 7, Ala.

**287. Rosboro Lumber.** "The Story of Rosboro" is a new booklet that tells the history and aims of this producer of Western woods. Photographs show logging operations, aerial view of the plant, and other steps involved in producing Rosboro kiln-dried lumber. Rosboro Lumber Co., Springfield, Ore.

**289. Folding Doors.** A new presentation booklet covers advantages of an advertising material for Veniflex folding doors. Color chips show finishes available. A chart lists prices and shipping weight for various models and sizes. Consolidated General Products, Inc., Dept. SBS, P. O. Box 7425, Houston 8, Tex.

No one would ever dream of asking each member of a surgical team to name the medical school he attended. If anyone ever should, he'd probably find that no two of these skilled, highly-trained men had been graduated from the same institution. To Americans everywhere, the name or location of a physician's or surgeon's medical school doesn't make the slightest difference. That's because we have only one nation-wide "quality" of medical education. And it's the best in the world.

You see, each of our accredited medical schools lives up to the high principles established by the Council of Medical Education of the American Medical Association, whether it's in Connecticut or California. The standards of medical training are truly national, applying to every school and every doctor. Any threat to those standards is a threat to the future health and safety of your family, your business, your community, your country.

Together the nation's 79 medical schools make up a great national resource—like the Red Cross, the Community Chest and other vital public services.

Today, the very basis on which their high standards rest *is* threatened. Lack of funds menaces the teaching and research programs of all the schools. Thus the problem is national, and can only be solved on a national basis, if an adequate supply of well-trained doctors, surgeons and medical technicians is to be assured. Find out what your firm's stake in medical education is. Write for details and learn how you can help.

## all-american team



### FACTS YOU SHOULD KNOW ABOUT MEDICAL EDUCATION

- There are only 79 accredited medical schools in the United States.
- They train 82,000 undergraduates, specialists and technicians and graduate 6,500 doctors annually.
- It costs from \$10,000 to \$12,000 to train a doctor today.
- Tuition fees, raised 84% over 1940, cover about 20% of cost.
- In the past decade medical teaching budgets have risen 143%; administration and plant operation 150%.
- The medical schools need \$10,000,000 annually in additional income to maintain present standards and train the necessary number of doctors required for America's growing population.
- *ALL* 79 medical schools can be aided by a *single* gift to the National Fund for Medical Education.
- Contributions are distributed through annual grants according to a schedule approved by the medical schools.
- The National Fund is a voluntary, non-profit organization approved and supported by the American Medical Association and the Association of American Medical Colleges.

*For complete facts on the crisis facing medical education write to*

The National Fund for Medical Education,  
2 West 46 Street, New York 36, New York



### NATIONAL FUND FOR MEDICAL EDUCATION



## How to pick a Winning Combination

Nothing sells roofing and siding faster than complete exterior color styling for either new construction or remodeling jobs. Ruberoid helps you cash in on the sales magic of color with its color-styling idea, nationally advertised in The Saturday Evening Post, Better Homes & Gardens, Good Housekeeping and farm magazines.

First, Ruberoid's color-related line of Color-Grained Asbestos Siding and Asphalt Roof Shingles in decorator colors gives you a complete range of harmonious colors to sell.

Second, the Ruberoid "Colorator", an easy-to-use selector, helps you dramatize the application of professional color principles. It shows Ruberoid roofing and siding in pleasing combinations with trim and accent colors.

Third, Ruberoid Asphalt Shingles offer rugged, handsome

beauty at no extra cost. And Ruberoid's famous Color-Grained Asbestos Siding offers unusual textured sidewall beauty . . . and it never needs paint! It's maintenance-free . . . an appealing fact that helps close sales.

Sell these color-matched Ruberoid Roofing and Siding Shingles with the aid of the "Colorator", one of the most dramatic sales tools you've ever had to work with.

The RUBEROID Co.  
Dept. A, 500 Fifth Avenue, New York 36, N. Y.  
Please send me a free copy of the Ruberoid "Colorator."

YOUR NAME.....

COMPANY.....

ADDRESS.....

CITY..... ZONE..... STATE.....

SBS-7

**The RUBEROID Co.**

*Asphalt and Asbestos Building Materials*

# ARE YOU GETTING THIS FREE SERVICE?

Would you like us to send you the names of prospects who ask us where they can buy Firzite, Satinlac and Weldwood Plastic Resin Glue?

We get hundreds of such inquiries every week — from the 25 million readers of Saturday Evening Post, Better Homes and Gardens, Popular Science and some 20 other national magazines.

## Customer Leads — Free

We sort out these inquiries by cities and send the names and addresses to any neighborhood store who registers with us as a carrying dealer. He contacts the customers and makes the sale!

## File Your Name Now!

Want us to send *you* names of those who write in for dealer information from your neighborhood? Simply tell us on a post card which Weldwood items you carry (as listed below) and mail to Dept. CD-14.

If you're not now stocking Weldwood Plastic Resin Glue, Firzite and Satinlac, you're missing plenty of profits. Order now!

### UNITED STATES PLYWOOD CORP.

New York 36, N. Y.

and U. S.-MENGEL PLYWOODS, INC.  
Louisville 1, Ky.

Branches in Principal Cities—Distributing Units in Chief Trading Areas

Largest Selling Wood Glue —

## WELDWOOD® Plastic Resin GLUE



For making things or fixing things, recommend Weldwood Glue — for all wood-to-wood bonds and many other uses. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot-proof, highly water-resistant! For hobbyists, home owners, contractors, carpenters! In self-selling display cartons! 15¢, 35¢, 65¢, 95¢; 5 lbs., 10 lbs., 25 lbs.

Blonde or pickled effects call for

## WHITE FIRZITE®



For magical woodsy effects on hard-wood or soft, plywood or solid lumber. For light pastel tones, tint with Colors-in-Oil. For soft wood and fir plywood paint jobs.

WHITE Firzite as an undercoat, helps prevent grain raise or checking. (For soft wood or fir plywood stain jobs, recommend CLEAR Firzite, to tame wild, unsightly grain.)

In pints, quarts, gallons, drums.

Big demand for natural wood finishes, sells

## SATINLAC®

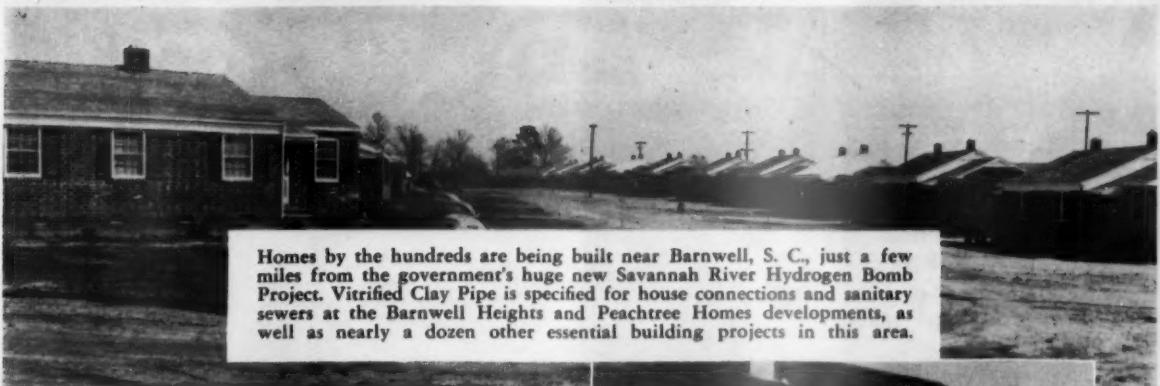


The big modern style trend is for light natural wood finishes—on furniture, wood paneling and woodwork. When customers ask you what to use, you'll make friends by recommending SATINLAC. It brings out and preserves the natural grain and color-beauty of any plywood or solid wood. Water-clear Satinlac avoids that "built-up" look. Easy to brush or spray; dries "dust-free" in 20 minutes, ready for next coat in 3 or 4 hours.

In pints, quarts, gallons, drums.



**CLAY PIPE - ESSENTIAL \* ECONOMICAL \* EVERLASTING**



## **CLAY PIPE SPEEDS HOME CONSTRUCTION**

### **for workers at Hydrogen Bomb Project**

Barnwell, S. C., in the throes of the "H-boom," is providing thousands of new atomic energy workers with substantial, well-planned housing. Vitrified Clay Pipe house connections guard the new developments against epidemics and disease. Five new housing projects in the Barnwell area, as well as others near Aiken, S. C., are served by miles of four- and six-inch Clay Pipe. *It's the one readily-available material that builders can count on for everlasting service. It never wears out!*

## **O CONEE** Clay Products Company

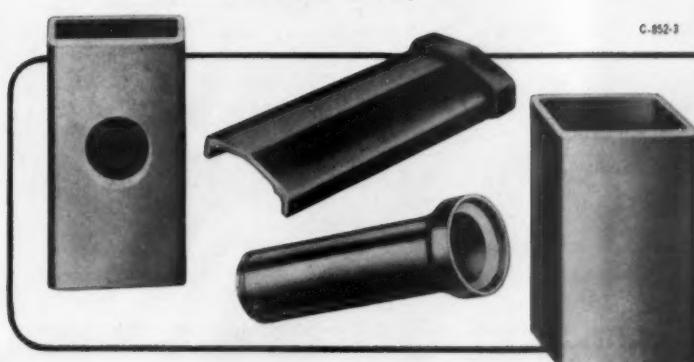
MILLEDGEVILLE, GEORGIA

Right With Us in the South



*Vitrified*

**CLAY**  
CLAY PIPE NEVER WEARS OUT  
**PIPE**



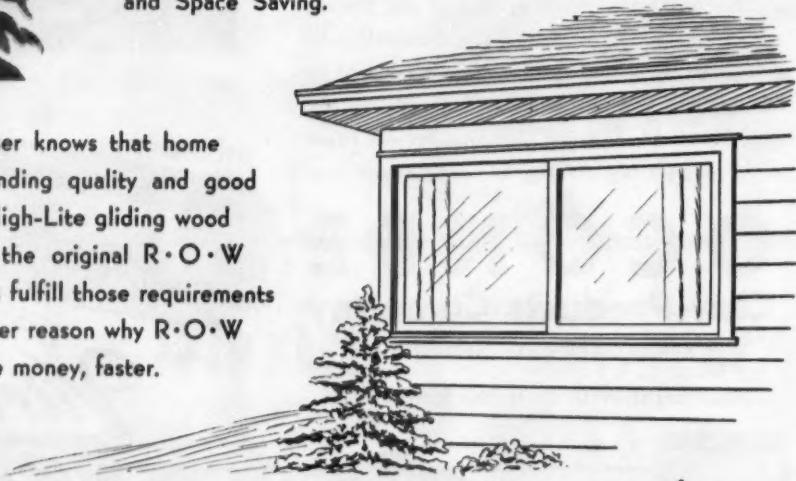
THE FIRST  
PICTURE WINDOW  
DID PART OF  
THE JOB!



R·O·W HIGH-LITE GLIDING WOOD  
WINDOWS DO THE ENTIRE JOB!

Removable R·O·W High-Lites excell in all five modern requirements — Privacy, View, plus all the fresh air wanted; Protection, Ventilation, and Space Saving.

The wise merchandiser knows that home owners today are demanding quality and good appearance. R·O·W High-Lite gliding wood windows together with the original R·O·W removable wood windows fulfill those requirements in every respect — another reason why R·O·W merchandisers make more money, faster. Ask for more details.



MANUFACTURED BY

**R·O·W DISTRIBUTORS**

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

MILLWORK PLANT: RENO, NEVADA



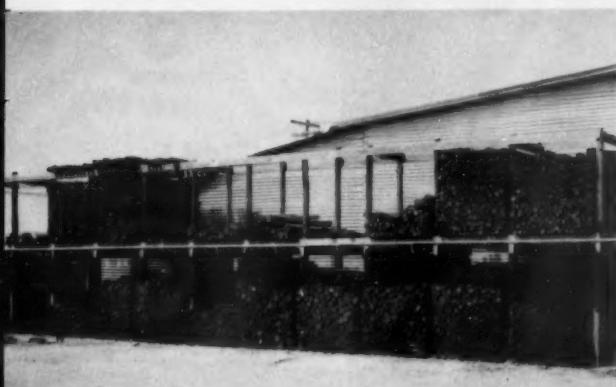
R·O·W'S . . . THE MOST POPULAR BY 2 TO 1

# Simple arithmetic sells PRESSURE-CREOSOTED fence posts

for T. J. Hughes Lumber Company,  
Cushing, Okla.



T. J. HUGHES, Jr., president, (right) and his brother, Hugh, secretary-treasurer, check figures on sales of pressure-creosoted products.



HERE is one of three racks of pressure-creosoted posts in the Cushing yard. T. J. Hughes Lumber Company operates three other yards in Oklahoma.



## There's profit for you in pressure-creosoted wood

Hardware dealers, lumber dealers and building supply houses all over the country are cashing in on the demand for pressure-creosoted wood products. If you'd like more information, send in the self-mailing card on this page. But first, turn the page to see the merchandising help available to you.

When T. J. Hughes, Jr., president of the firm that bears his father's name, talks to a customer about pressure-creosoted fence posts, he gets pencil and paper and begins to figure. He shows the customer that a pressure-creosoted post costs about 40% more than an untreated post, but lasts four times as long.

"Simple arithmetic like that," Mr. Hughes says, "is making more and more farmers turn to pressure-creosoted posts." And sales of the Hughes firm bear out the correctness of this approach. Pressure-creosoted products account for about seven per cent of the annual sales.

In addition to this personal selling, the Hughes Lumber Company uses newspaper, radio and direct mail advertising to carry the story of pressure-creosoted products to their customers. And satisfied customers are good salesmen, too, for they pass the word to other farmers.

A complete stock of pressure-creosoted posts also aids sales. Posts are stocked in six and one-half, seven and eight foot lengths with diameters from two and one-half to six inches. The average sale is 100 posts.

In this same way, hundreds of lumber and building supply dealers are making pressure-creosoted products an important item in their profit column. Are you getting your share of this business?



**MAIL THIS CARD TODAY—NO STAMP NEEDED**

United States Steel Corporation  
Room 4405, 525 William Penn Place  
Pittsburgh 30, Pennsylvania

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product. And include a copy of your new guide, "Fences That Pay."

Name . . . . .

Address . . . . .

City . . . . .

State . . . . .

UNITED STATES STEEL OFFERS YOU

# powerful merchandising help



**"I expect my Pressure-Creosoted Fence Posts to last a good twenty years"**

**SAYS Ben Catalina of  
Clarksdale, Mississippi**

## WHERE WOOD IS USED IN FARM CONSTRUCTION, BE SURE IT'S PRESSURE-CREOSOTED

**SAVES YOU LABOR**—Pressure-creosoted posts and poles are straight, smooth, easy to set. And they're available in sizes of various lengths and dimensions so that, whether you want pressure-creosoted wood for fences, pole barns, corncribs, or any other type of farm building, you'll find a size that fits your needs exactly.

**SAVES YOU TIME**—Pressure-creosoted wood construction is trouble-free construction. Many farmers tell about installations of pressure-creosoted wood

which have required almost no maintenance to keep them in good shape for forty or more years.

**SAVES YOU MONEY**—Because it's so resistant to termites, fungi, dry rot, and other agents of wood destruction, pressure-creosoted wood lasts up to seven times as long as untreated wood. No more continual replacement of fence posts, no more continual repair of rotted buildings. Think how much actual cash this can save you over a period of years!

## U.S.S. CREOSOTE CONTAINS OVER 150 CHEMICAL COMPOUNDS

You can be sure of dependable service when you order wood posts and poles which have been pressure-treated with U.S.S. Creosote, a quality product of the United States Steel Corporation. For the name of your local dealer, mail the coupon. We'll also send you informative literature on how you can save money with pressure-creosoted wood construction.

UNITED STATES STEEL



"Last year I used pressure-creosoted posts to fence in my pasture land. I haven't had to replace any of the posts, and I expect them to last for a good long time. I also used pressure-creosoted wood to make repairs in my barn and to put up a shelter over the water trough."

UNITED STATES STEEL CORPORATION  
525 William Penn Place • Pittsburgh 30, Pa.

Agricultural Extension Section  
United States Steel Corporation  
525 William Penn Place  
Pittsburgh 30, Pa.

Please send me your booklet, "Fences that Pay," describing the use of pressure-creosoted wood for construction.

I would like to know the name of my nearest dealer of pressure-creosoted wood.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
County: \_\_\_\_\_  
Town: \_\_\_\_\_  
State: \_\_\_\_\_



United States Steel is a major producer of Creosote used by many producers of pressure-creosoted wood products. To help you build a steady volume on these products, we maintain an advertising and promotion program that sells your farmer-customers on the advantages of pressure-creosoted wood.

Advertising in leading state and regional farm papers tells the story of the long life of pressure-creosoted wood in terms of actual experiences of actual users. A free fence construction guide has been prepared for distribution to your customers. And advertising mats are available for your own use.

## MAIL THE CARD BELOW

We will put you in touch with pressure-treaters in your area who can supply you with pressure-creosoted wood. Get the facts today on this profitable line.

FIRST CLASS  
Permit No. 3117  
(SEC. 34.9 P.L.R.)  
Pittsburgh, Pa.

## BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

— POSTAGE WILL BE PAID BY —

UNITED STATES STEEL  
Room 4405 525 William Penn Place  
Pittsburgh 30, Pennsylvania



You've heard about them!  
You've read about them!

We sell them!  
**PRESSURE-CREOSOTED fence posts**

You've heard about pressure-creosoted posts from your neighbors... you've read about them in leading farm magazines. Pressure-creosoted posts mean fewer posts to buy over the years... less labor in setting and resetting... longer life from the fencing itself.

Why are pressure-creosoted posts your best buy? Because they are the engineered pro-

ducts of modern wood treating plants. Just the right amount of Creosote Oil is forced deep into the wood to give it the longest possible life. There's no guesswork involved.

Over the years, you'll find pressure-creosoted posts cost you far less than any other wood post you can use. Come in and get prices and other information today.

Your headquarters for PRESSURE-CREOSOTED posts

DEALER SIGNATURE



# It's just good horse sense OR IS IT?

**SAMPLE WHOLESALE PRICES?** We were a bit startled a few days ago when we received a clipping of a bold, five-column newspaper ad published by a dealer in a major Carolina building material market. It announced a "New Wholesale Division for retail dealers, contractors, builders."

There's nothing wrong with such an announcement except that this dealer was girded for a price battle and dared to publish in the ad "sample wholesale prices" for nails, flooring, wallboard, and roofing! Furthermore, this firm listed eight materials by brand name and offered to sell same at wholesale in nominal building quantities.

This ad might have brought this firm some erstwhile profitable orders and "told off" some other by-passing price competition. But in the long run we doubt if this firm is any better off for it, because it must've hurt the industry.

Publication of the wholesale prices undoubtedly made some regular "retail" consumers of such items in nominal quantities seek them at "wholesale"; and made others "disillusioned" at the spread between the retail prices they had paid and the disclosed wholesale prices.

**FUTILE FEAR.** E. M. Garner, secretary-manager of the Carolina Lumber and Building Supply Association, has suggested the antidote for price worries to the members of this organization. Explained Garner:

"The answer to the question of 'meeting the price' of the low bidder will be found in ourselves. We worry so much about what he may quote that we often overlook our *plus values* that account for the difference in prices. It is entirely erroneous to assume that the price yard has everything we have in the way of quality materials, fair prices, and useful services. If such were the case, the low bidder would be getting all the business."

"Antidote for price worries: Replace fear with confidence, courage, knowledge, hard work, and friendly, helpful service. Add intensive, intelligent salesmanship. The results will invariably be satisfactory to all parties concerned . . . especially the buyer. He'll actually save far more money than if he tried to match wits with 'specialists' in low prices."

**WHAT DO YOU THINK?** That's what the secretary of another association of building material

dealers recently asked, after stating this case.

"Heretofore, the Class A (one man yard) dealer has always been able to maintain a competitive position and it has been my contention that he could always compete with the larger dealers. It now seems that the present system of distribution as used by many of the manufacturers and jobbers has placed the small dealer in a position where he can no longer buy on a basis that will enable him to compete with the larger dealers who are given jobber discounts, although in most cases they are not earned.

"It seems to me that the time has come when the trade press should take a definite stand on the distribution of building materials, insisting that dealers who buy in carload lots enjoy the same net cost, since they are re-selling these materials to the same types of customers."

Unless a firm is a strictly wholesale outlet, or has a wholesale department through which the major portion of carload supplies of material is sold wholesale for re-sell, this firm should not buy merchandise in the same quantity cheaper than a dealer. If manufacturers expect to continue to move the bulk of their output through retailers, they certainly can not expect them to fulfill their distribution functions and make a fair profit in competition with an alleged "B" jobber, who is not rendering re-sell services for which an extra "functional" discount is presumably allowed.

In the long run, the manufacturer should fare better by adhering to a pricing policy that is equitable to all factors that help to market his output.

**GOING DOWN.** Down, down. That's what's happening to both management compensation and new operating profit before taxes, an analysis of the last four "Cost of Doing Business" surveys of Tennessee lumber dealers reveals. With sales averaging \$383,526 per reporting dealer in 1950, the percentage of sales left for management and capital return was 9.4%. For 1953, the figure was 6.9% on average sales of \$378,336. This represents a decline in management compensation and return on invested capital of 26.6% in four years!

The analysis further shows that the earnings for the Class A (one-man) yards dropped more drastically—down from 8.3 to 5.0% in the four-year comparison. The study prompts Secretary Bob Brownlee to make these observations:

**Dealers selling mostly to consumers** can operate profitably if their annual sales amount to \$25,000 for each person on the payroll, INCLUDING OWNERS AND OFFICERS.

**Firms selling mostly to contractors on competitive prices** will have to increase sales per employee by at least 40% for a satisfactory return to management and capital.

**The small dealer who does an end-use package merchandising job** can make a satisfactory net profit on a volume as small as \$100,000 a year—in competition with larger operators who do not render such service for consumers.

—DONALD L. MOORE

Mr. Peepers says:

# TV drives home the Sales Points for

**REYNOLDS** *Lifetime* **ALUMINUM NAILS**

The trend to rustproof, non-staining aluminum nails and this self-selling Reynolds display combine to assure you extra sales and extra profits with minimum space and effort. Different colored cartons for different types of roofing, siding, wallboard and lath nails...each giving specifications, uses, advantages and the "whys" of aluminum nails: rustproof, non-staining, no deep-setting and puttying—and nearly three times as many nails per pound. Set up this display and *watch it sell!* Call your jobber or write to

**Reynolds Metals Company,**  
Building Products Division,  
2036 S. Ninth St., Louisville 1, Ky.



### Reynolds *Lifetime* Aluminum 48-inch Wide Corrugated and 8-V Crimp



The biggest roofing and siding bargain ever—rustproof, heat-reflective Reynolds *Lifetime* Aluminum in 48" sheets! 50% fewer sheets to handle—50% less metal taken up at side laps! Gives a tighter, better-looking job and saves on labor and material.



### Growing Money Maker

#### Reynolds Do-It-Yourself <sup>®</sup> Aluminum

Set up this self-selling display rack of special aluminum that can be sawed, planed, drilled with ordinary woodworking tools. Already a sensational success—backed by powerful TV and national magazine advertising.

\*Reg. U. S. Pat. Off.

Rustproof flashing that works easiest, looks best, costs less! 50' rolls in Display Carton—also Display Cartons of ten 18" x 48" flat sheets.



### Reynolds Aluminum Reflective Insulation



Easiest of all insulations to put up—and lowest cost for high efficiency. Reflects up to 95% of radiant heat, perfect vapor barrier. Clean, embossed foil on tough kraft paper. In 25", 33" and 36" widths—250 sq. ft. in each roll.

### Reynolds *Lifetime* Aluminum Gutters and Downspouts



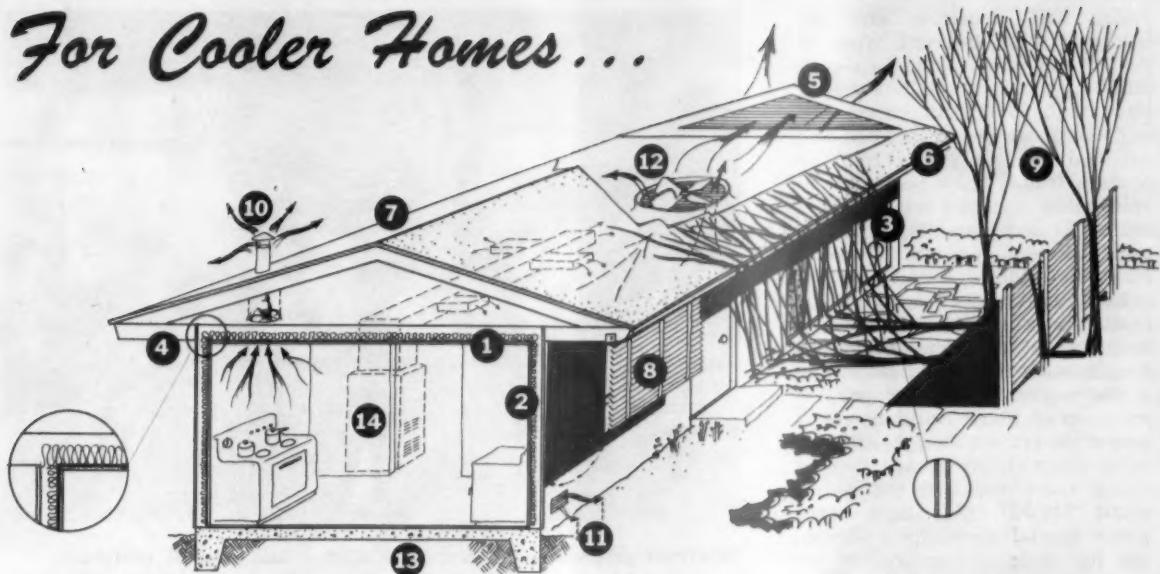
Best buy in rustproof gutters—beautiful, non-staining, slip-joint connectors, no soldering. Ogee and Half-Round, smooth or stippled. Effective sample-section display available.



See Mr. Peepers, Your Customers do!

**REYNOLDS**  **ALUMINUM**  
**BUILDING PRODUCTS**

# For Cooler Homes...



## The Dealer's Stake in the 'Climatized' HOME BOOM!

★ The hottest topic of conversation and source of sales this summer is fast becoming air-conditioned homes. The number of homes to be equipped this year with year-round and conversion units which provide complete heating and cooling is estimated at 100,000—twice the number climatized in 1953.

And a majority of these will be in the sunny Southland—where more and more families appreciate the comfort and convenience that year-round air-conditioning provides.

By 1960, it is estimated by Carrier Corporation's Cloud Wampler, year-round unit sales will have increased to 900,000 a year. That would represent nearly 30 per cent of the industry's anticipated annual business, and would result in over 3,000,000 American homes being equipped with all-year cooling and heating systems.

Whether he sells and installs central air-conditioning systems, the retail building material dealer potentially has a big stake in the built-in climate boom because the remodeling of an old house for air-conditioning and the construction of a new one call for substantial change in the types and quantities of materials used.

Consequently, the dealer should follow with both concern and interest the findings of a research project that was launched last month in Austin, Texas. On June 2, 22 families moved into new, completely air-conditioned homes in the Edgewood subdivision of northwest Austin. They will be "guinea pigs" for a one-year study of the mechanical, financial, and human problems involved in the use of year-round weather control in "an average modern home."

The 22 houses are of varying  
(Continued on next page)

KEYED TO THE DRAWING above, the following 14 ways to help home-buyers keep cool in summer are recommended by May 1954 HOUSE & HOME magazine.

1. Extra amounts of ceiling insulation. To stop virtually all heat from coming in through the roof, use from 4" to 6" (or equivalent).
2. More wall insulation. Heat transfer is reduced about 40% when 3" insulation is used instead of 1".
3. Double-glazing or storm sash reduces summer heat gain through windows by almost one-half. Cuts heating costs, too.
4. Vapor barriers in walls and ceiling keep out moisture from hot, humid summer air.
5. Well-ventilated attics keep hot air moving, reduce attic temperatures 10 degrees or more.
6. Wide overhangs shield windows and walls from direct sun, cool house.
7. White or light-colored roofs can turn back up to 70% of sun heat.
8. Outdoor window blinds keep sun heat off windows, especially on east and west walls.
9. Tree and other greenery help keep windows and walls cool, and provide evaporative cooling to air.
10. Kitchen and bath exhaust fans remove heat, moisture from house.
11. Vent from clothes drier lets heat and moisture outside directly.
12. Attic fan can do good house cooling job in areas where night air is cool and humidity low.
13. Slab floors absorb heat in day to cool rooms; store cooling at night.
14. Complete air-conditioning system will not cost much extra if a builder makes use of first 12 climatic devices recommended above.

design and structure, and are equipped with different types of year-round combination air-conditioning and heating systems. More than 50 manufacturers and organizations have prescribed and supplied different types of roof and roofing; frame, brick veneer, solid and hollow masonry walls; different kinds and amounts of insulation; different types of windows, glass, and shading devices.

Each of the 22 houses in "Air Conditioned Research Village" was built by a different member of the Austin Home Builders Association, at the request of the National Association of Home Builders, sponsors of the project. Each house contains about 1,100 square feet of living space and cost the owner about \$12,000, plus land costs, under special agreements providing for their cooperation in research studies. Each house is on one level, with three bedrooms, 1½ to 2 baths, two-car garage or carport, and completely landscaped.

The houses are loaded with thermocouples and recording devices, which for a year will record temperature changes inside and the effect of conditioned air on materials and fabrics. University of Texas specialists will test the physical health and mental attitudes of the families living in the research village.

Industrially, the research teams will determine exactly how much it costs to operate a year-round air-conditioning system—and what effect various materials have on the system's efficiency. The Federal Housing Administration and Veterans Administration are to follow closely the results in order to obtain accurate cost data for future mortgage proposals.

In fact, builders and manufacturers found the expansion of this



Wherever progressive builders erect, display, and promote model air-conditioned homes, crowds gather to inspect them—and sales follow fast. Above is seen a part of the 25,000 who jammed three homes exhibited at Plymouth Park near Dallas, Tex. The compact year-round air-conditioner is in central closet area. Builder Collins is constructing some 500 of these houses to sell for about \$13,000, with three bedrooms, carport, and air-conditioner. Joyful children are seen below enjoying the cool comfort of a G-E all-electric wonder home in Dallas. It is cooled and heated by a "Weathertron" (heat pump) which uses only electricity and air.

built-in climate market hamstrung last year by the shortage of mortgage money and FHA/VA insistence on families wanting air-conditioned homes to have considerably higher incomes to pay for allegedly high operating costs. Mortgage funds are becoming more plentiful and cost studies by major manufacturers and building publications have revealed much lower operating costs than had been assumed by many parties interested in air-conditioned homes.

Last summer—second hottest in the history of the local weather bureau—a group of 35 families in Dallas, Texas, paid average electric bills of less than \$13 a month for cooling their 1,150-square-foot houses. Their water bills for cooling towers were \$2 to \$3 for the entire summer.

Water is a cost factor in operating an air-conditioning system, but not a large one. Only if water is cheap should it be thrown away, *House & Home* magazine advises. "Otherwise, a cooling tower, an evaporative condenser, or an air-cooled condenser should be used to save water."

In helping families or builders to plan new homes with year-round air-conditioning, or to re-

model an old residence for this modern climate service, dealers should point out and advocate the steps to cheaper, more efficient installations that are suggested in the accompanying illustrations. Most of them can mean more profit in the dealer's till—and more satisfied customers for repeat and word-of-mouth business.

**Air - conditioning** equipment manufacturers provide much helpful literature on specifying residential units and figuring their operating costs. Last month at the semi-annual meeting of the American Society of Heating and Ventilating Engineers in Swampscott, Mass., research engineers of the Carrier Corporation reported on the operating cost of residential cooling equipment in 11 houses in six cities throughout the nation. The research proved the accuracy of a seasonal cost estimating system to be within 8 per cent or \$10, whichever is greater.

The Carrier research proved that the cost of operating air-conditioners is proportional to degree-days above 70° F. The number of degree-days is computed by subtracting 70° from the month or season's average temperature and multiplying by the number of days in the



## Six steps toward cheaper Air-Conditioning—

period. Nashville, Tenn., for example, averages 746 degree-days per summer; Houston averages 1,483.

The house cooling load must be based on the 24-hour-average estimating system to use this prediction method. The thermostat must be kept at a reading between 72 and 75 degrees, the most popular cooling level. The first of two charts correlates the degree-days, cooling load factor of the house, and the mean design temperature, to calculate the total operating hours needed to cool the house. The second chart correlates the total operating hours, power input of the unit, and earned minimum power rates, to determine the electrical costs per season.

Builders of project developments are finding that air-conditioned houses are easier to sell to middle-class and up families than conventional dwellings. This is true throughout the South from Houston, Dallas, and Little Rock east through New Orleans, Atlanta, and Miami.

**Orientation of houses** for most favorable sun and breeze impacts has permitted some builders to cut up land that would accommodate a minimum of non-climatized homes for a maximum of air-conditioned ones. This has been true in Falls Church, Va., and in New Orleans. The angled front elevations allow a variety of street patterns.

Through it all, some building material dealers have not only profited from the sale of materials but also from the sale and installation of the air-conditioning units.

In Austin, Tex., the Calcasieu Lumber Company is distributor for York equipment; in Scottsboro, Ala., the Patrick Lumber Company sells Carrier Weathermaker units, and in Atlanta, Ga., the Campbell Coal Company sells Bryant and Westinghouse systems.

Sales of cooling units to team with existing forced warm-air systems is increasing. New installations in existing homes are made easier and more economical through the compact designs that permit placement in attic and crawl space as well as in basements.

It all points to 1954 as the year for dealers to go forward with air-conditioning—in new homes and old!

### Vermiculite Insulates Walls of Concrete Block

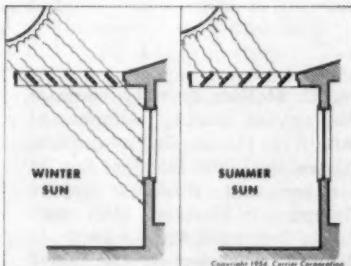
The University of Utah makes this report to homebuilders, farmers, contractors, and other users of concrete block for construction.

When concrete blocks are filled with vermiculite insulation, heat transfer is reduced by 50 per cent.

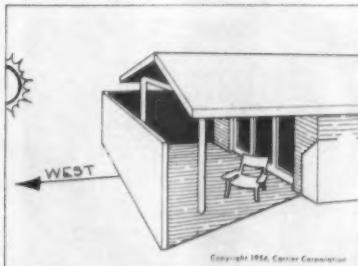
Where concrete blocks are used in the construction of heated buildings, vermiculite in the cores can materially reduce the size of the heating plant needed.

Similarly, in the construction of cold storage buildings vermiculite-filled blocks have reduced cooling equipment needs.

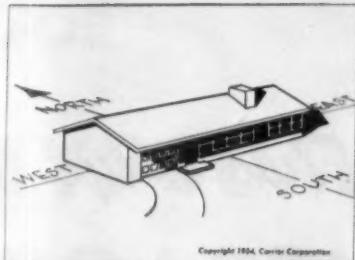
To fill the cores, vermiculite loose-fill insulation is simply poured into the blocks as each course is laid.



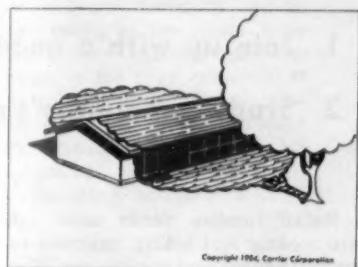
4. Protect east or west windows from heavy heat load with reversible-slat trellis or one with perennial vines. Slat or leaves block off sun rays in summer; admit winter solar heat.



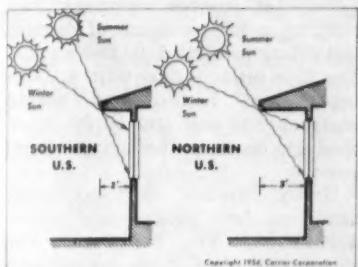
5. Large glass areas on east or west home walls also can be shielded by a wall, hedge, or long roof overhang. This in effect creates a private patio or terrace, enlarges living area.



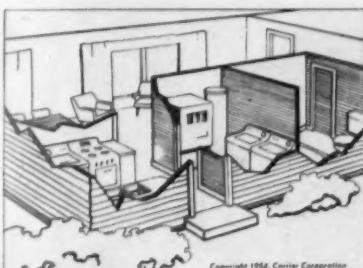
1. Orient your major glass areas toward the north and south, where possible. Shield east or west wall from the worst heat of the sun by an attached carport or garage.



2. Hold on to every tree possible when home is built. They'll shade the house in summer and admit solar heat in winter. Also add beauty.



3. To shade windows in summer, admit solar heating in winter, shield windows facing south with roof overhang. For windows three feet above floor, make overhang 2' deep in latitude of Houston, New Orleans.



6. Group kitchen, utility room or closet with built-in climate unit, and the bath into a core unit like this. It saves on installation and upkeep.

# Two ways to build Roofing Sales

1. Join up with a good applicator
2. Study community's roofing needs

★ Retail lumber yards need not lose roofing and siding business to specialty firms and applicators. The Jet Lumber and Building Supply Company in Meridian, Mississippi, and the McNair Lumber and Supply Company in Macon, Georgia, prove this.

The Jet lumber company has built up a sales volume of roofing and siding totaling \$100,000 a year. The firm made a deal with a long-experienced roofing and siding contractor to sell and apply these products on a profit-sharing agreement.

Henry Beasley, the applicator, heads up Jet's roofing and siding department. The deal with the company calls for his hiring and paying all crewmen and keeping the jobs moving. A featured member of the selling organization, he maintains his office in the lumber company.

By Ruel  
McDaniel

"Although I've been in the roofing business for 25 years," Beasley says, "I haven't yet run across any method of selling that equals the old-fashioned door-pounding routine to find new prospects."

He has organized his crews so that once he has the job started, he can be spared from there on to completion — for house-to-house selling.

When he isn't needed at a job, Beasley spends his time driving over an area of the city, in search of homes and buildings whose roofs and siding need replacing. When he finds one, he stops and rings the door-bell. The first call seldom



closes a deal. But frequently it elicits a suggestion that he see the husband of the house or the landlord if the house is rental property.

Beasley carries a notebook at all times. Whenever he spots a prospective job, he jots down the address at once. He includes whatever information he gains from his first call as a part of the record. This information then goes on a prospect card at the office, if what he has learned indicates a potential customer.

"Roofing and siding especially lend themselves to house-to-house selling," Beasley says, "because

(See ROOFING SALES page 70)



W. O. McNair features compact displays of roofing samples, at left, in his Macon, Ga., sales office. Above, the "false front" of the Jet Lumber and Building Supply Company in Meridian, Miss., may be old-fashioned, but it effectively displays to passers-by the varied types of roofing and siding material sold. Other samples are displayed along sides of the building.

# HOW TO LAND MORE JOBS FOR



# GYPSUM BOARD

The big step in satisfying home-owners with dry walls of gypsum board is smooth concealing of the joints. Here an expert feathers out the edges of the third cement coat to provide a flawless surface for painting. Below, Fernand Privat uses this display, in his Louisiana store, to help sell gypsum board to women.

By Helen Matthews

★ Since recessed-edge gypsum wallboard was introduced in 1926 and improved with the joint taping system in 1935, it has enjoyed wide acceptance throughout the nation. The only handicapping factor for greater acceptance is the lack of skilled mechanics to do a good, "seamless" job in installing the large wall panels.

In some localities, manufacturers can not catch up with gypsum board orders — but increased manufacturing facilities indicate that this situation will be temporary.

Both home-owners and contractors alike are pleased with the speed of application, the fact that any finish can be applied to walls as soon as the seams are concealed and dry — and, most of all, the elimination of wall cracks later.

But, even today, when a builder turns from gypsum board to other types of wall construction, it usually can be blamed on a poor application job.

So the retailer who wants to build up a steady stream of orders for gypsum board and sheathing from builders should first make sure that he can recommend capable, trustworthy applicators.

More and more, the application of such dry walls is handled by subcontractors — specialists in their field. Yet many builders complain that several houses may have

perfect walls of gypsum board and then one will turn up with separating seams or "nail pops." Panels can be put up in any weather, but in unusually damp weather, more than 24 hours is needed for each of the usual three coats of filler for covering seams. All major manufacturers of gypsum products are helping retailers solve these problems.

In some localities, the retailer invites local applicators and contractors to a barbecue, dinner, or just the demonstration itself. These are conducted by factory person-

nel, who answer questions and make sure applicators know what they are doing. If desired, they will spend several days in the community working with individual applicators. This gives the retail salesman a list of applicators on whom he knows patrons can rely.

Store displays should show the various kinds of gypsum wall-board:

**Standard**, which has an ivory heavy manila paper on the face side and a gray paper on the reverse side.

(See GYPSUM BOARD page 76)



## Building big volume on CUSTOM SCREENING

★ With the first warm breath of spring, screening sales volume at the Old Dominion Woodworking Company in Alexandria, Virginia, jumps to \$2,500 a month — and keeps that peak until June. Then it tapers off until it hits a low of \$500 a month for the rest of the year.

The season, of course, creates the demand for more screening. But the Old Dominion's reputation for superior screens at no extra cost accounts for the great, profitable volume this firm enjoys throughout the year.

"The secret of our success is in fabrication of these removable panels," asserted J. R. Sedwick, owner of the firm. "Home-owners and business establishments alike tell friends and neighbors about our screens.

"Our special feature is a rabbeted and splined wood screen that is held so well in the frame that it never comes out. The screen may get worn and tear out but it will not loosen from the frame."

"Sticker" equipment — purchased at a cost of \$6,500 — does the rabbeting and splining at a cost that permits the firm to offer its improved screening units at the same price of ordinary units.

The customer can choose from a selection of cypress, white pine, fir, or redwood for framing. But

aluminum screen wire is always recommended by Old Dominion personnel. They also try always to sell 5/4" screen frames rather than  $\frac{3}{4}$ " — for longer wear. Home-owners who are looking for a stationary screen are reminded that the quality and cost of custom work is not necessary.

"The first hurdle to overcome in approaching a customer on custom screening is price," explained Sedwick. "At first it seems high, with screen wire 15 cents a square foot and framing material 50 cents a board foot."

There are five men specializing in screening sales and assembly during the three-month peak. Both estimators have been trained in the Old Dominion millwork shop so that they know exactly what is in-

volved. One of the shop men fills in on installations when necessary. Two are assigned regularly to carrying out installations. Three new helpers are being trained in the shop to boost screen sales even higher next year.

"I don't want to give the impression that custom screening is an all-year highly profitable activity," Sedwick admitted. "Unfortunately it is only seasonal. But during its season, we have made the most of a quite profitable item."

The Old Dominion Woodworking Company makes up a stock of two-foot doors to accommodate customers who want to screen French doors. They are the only dealer in town who offers this service.

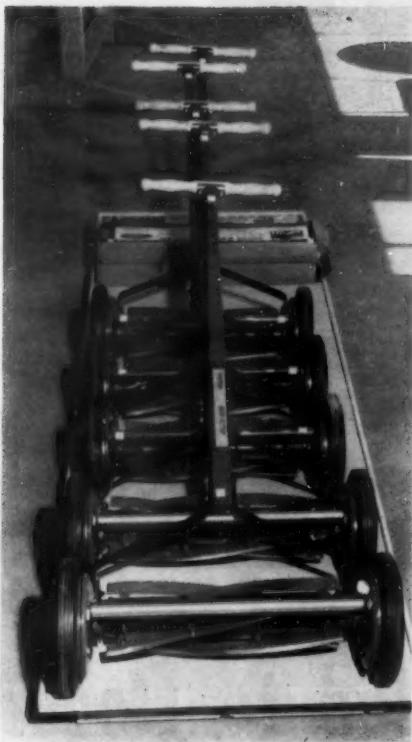
The Old Dominion plant also turns out kitchen cabinets, show cases, store fixtures, entrance frames, sash, doors, and many specialty items.



J. R. Sedwick, owner of the Old Dominion Woodworking Company in Alexandria, Va., holds a sample that he had the shop to make so that the customer could better understand what splining is and what it means to the life of a screen. He finds that the total price of a custom screen usually doesn't bother the customer as much as the cost-per-foot of screening and framing.



Word-of-mouth "advertising" has given the Old Dominion firm the reputation of offering fine custom screening at no extra cost. A "sticker" makes this possible. The company also places a weekly advertisement in the Alexandria Gazette, offering free estimates on quality work and materials for residential and commercial screening installations. Another ad appears in the classified section of the telephone directory.



★ "The Flying Saucer," portable displays, and a wheel-bearing gate are just three of the novel ideas in use at the Scott Lumber Company in Amarillo, Texas, to move sales traffic, men, and materials.

Most of the floor displays are of the pallet type, mounted on ball-bearing casters. This system permits personnel to rearrange displays speedily and to spotlight seasonal merchandise. Frequent rearrangement acquaints callers with the many types of building materials and supplies Scott can deliver.

## IDEAS THAT MOVE Materials and Traffic



Re-stocking and pricing is easy in the store of the Scott Lumber Company in Amarillo, with the aid of the "Flying Saucer" which Gene Southern uses, above. Mounted on casters, it is moved manually with little effort. The tray-rack on top slides easily along the delivery bin, which holds new stock. Other stock is brought along on shelf below. Other displays in picture also are mounted on at least six ball-bearing casters. Many are just free-wheeling pallets, like that seen at upper left displaying lawn mowers. The framework is built close to floor around casters—to avoid tipping and spilling.



While on military duty overseas, Dealer Horace Scott was fascinated by the use of a sturdy wheel on the moving end of a big, wide gate he saw in a German town. He produced this idea when his firm decided to install a new 28-foot yard gate, instead of two 14-foot gates. The large gate was built with a corner cut-out in which he had mounted a wheelbarrow wheel on a ball-bearing swivel, which Scott shows at right. Note how he spotlights different products on fence and shed signs.





\* Any home-owner in the Augusta, Georgia, area who wants to build anything need only walk into the Woodward Lumber Company's "one-stop store for home-owners." He'll find every material needed, tools he can rent, and friendly instruction for any project.

Yet local contractors and mechanics are the most enthusiastic

## Remodeled to Boost

supporters of the recent change in Woodward's business plant.

During most of its half century of successful operation, the Woodward Lumber Company has sold mostly to contractors. "Our store had no real appeal to the home-owner, although we had a 60-by-125-foot display room," explained Vice-President J. B. Lee.

"There was no real 'one-stop' building supply firm in this area,"

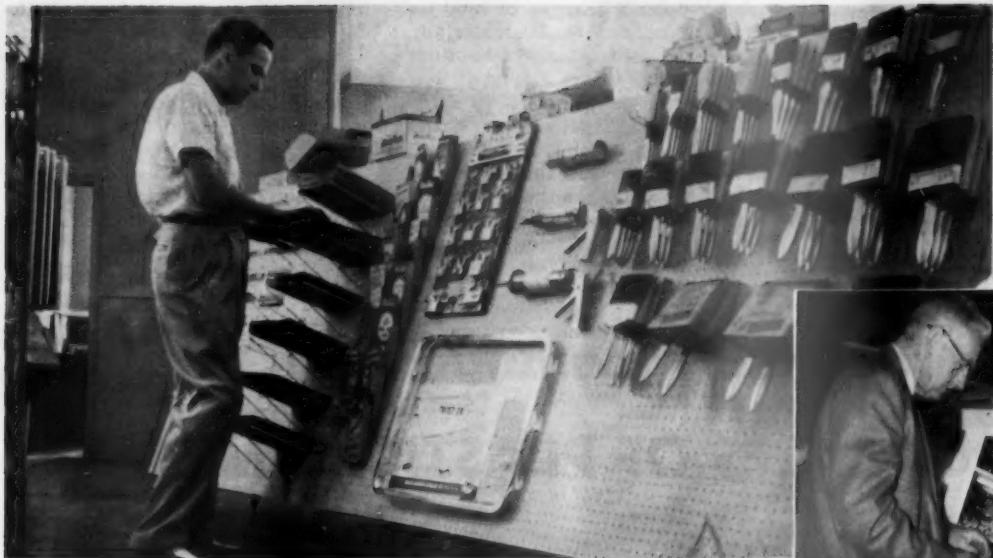
Lee continued. "When so many home-owners came by asking for various items that we sometimes had and sometimes did not — often complaining that they had to do so much shopping around for materials — we decided to add every type of merchandise that we thought a home-owner could want. And by changing our displays to make it easy for customers to help themselves, our store now is a perfect place for the Do-It-Yourself trade."

Lee estimates that about half the paint sold since the remodeling has



Near the power-tool display a sign lists 14 tools the Woodward Lumber Company offers for rent by the day. The customer above is trying out a small jig saw on the plywood table set up for demonstration of hand and power tools. At top, a customer learns proper use of paint roller and buys paint for her home. At right, Jim Lee helps select mouldings.





## Do-It-Yourself Sales

been to home-owners doing their own decorating work.

Conscious of the possible conflict between building mechanics and a retail firm that offers free instruction for any homebuilding job, L. B. Kennedy, president and manager, queried some of the company's long-time contractor-customers. The reply was unanimous

to the effect that usually they would rather not be bothered with the type of job the home-owner undertakes himself.

In fact, no one seems happier with the new display room and its facilities than the smaller contractors and sub-contractors. A home-owning couple that can't quite de-

(Continued on next page)

Built of pegboard, the versatile display unit at top holds paint supplies, literature, sink frames, locks, and other small items on one side. The other side, pictured on our front cover, holds rental tools. Storage space is provided for metal mouldings and trim on racks inside. President Kennedy, left, helps locate trim for a customer. Seen below is the restful, popular planning center.



icide how they want a floor re-done are brought in to look at the various colors of floor tile. The contractor makes himself at home, carrying samples around to get the effect he wants, and frequently makes the sale for the company — almost without help from personnel if they are busy helping other customers.

Hardly a day goes by that a con-

tractor doesn't bring — or send — his customers in to see materials.

As one contractor commented, "Most home-owners don't pay too much attention to details in a remodeling job. Then when a bathroom cabinet is being installed, the housewife may say that's not the kind she wants and we have to wait while she changes her mind or finds what she wants. Letting

her see every style to begin with cuts down on returned merchandise or changes in paint color."

"We felt that with people coming into our showroom frequently, we should change the displays around to keep the appearance fresh," Lee pointed out. "Since most merchandise is arranged compactly on the island displays, we

(See ONE-STOP STORE page 82)

## Demonstrations by manufacturer

### SPUR SALES OF PLASTIC LAMINATES

★ For three weeks, every cash customer of the Reed Supply Company in Thomasville, North Carolina, was handed this mimeographed invitation:

"You are cordially invited to attend a Formica Do-It-Yourself demonstration in our store Tuesday night, March 23, at 8:00 P. M.

"A factory representative will install a Formica top on a cocktail table and a kitchen cabinet.

"The cocktail table with wrought iron legs will be given as a prize along with several other prizes. Refreshments will be served . . ."

In addition to this take-home piece, personal invitations by salesmen urged customers to learn for themselves how to apply this lam-

inated plastic to various parts of their homes. Literature was mailed to home-owners, and the event was publicized through radio spot commercials.

The response? Some 125 persons eagerly crowded around the demonstration that Tuesday evening, and plastic laminate sales soared during the next month—and since.

The demonstration lasted one hour and a half. Much of the time was devoted to answering questions. The manufacturer's representative covered a small sink top about 30-by-30 inches, with a four-inch backsplash. Sink frame, edge trim, and cove completed the job. Those in attendance learned how to saw, to plane, and to glue plastic

laminates.

The demonstration followed almost word-for-word the steps shown and explained in a folder which was handed to each "student" at the close of the session. And like a chain reaction, neighbors and friends of those who bought this material to apply to their own sink tops or tables have become interested and are developing their own projects.

The demonstration at the Reed Supply Company was one of a series conducted by Formica sales representatives for building material dealers in various Southern towns.

In each case, response was enthusiastic.



When demonstrating for such an appreciative audience as Alex Hill found at the Reed Supply Co. in Thomasville, N. C., his "work" becomes fun — even more fun when the orders for Formica start pouring in. Bob Reed paved the way for a big turn-out by mailing and handing out mimeographed invitations to the plastic demonstration.



# industry NEWS

## Koppers Buys American Lumber & Treating Co.

Through an exchange of shares of common stock, the Koppers Co., Inc., of Pittsburgh, Pa., has acquired controlling interest of the American Lumber and Treating Co., operators of 10 wood-preserving plants throughout the nation. Koppers exchanged stock with the principal ALTC owners, the Aluminum Co. of America and the Chicago Bridge and Iron Co.

Walter P. Arnold, vice-president and general manager of Koppers wood-treating operations, said that the only immediate change to be made in the operation of the American Lumber and Treating Co. would be transfer of the latter's headquarters organization from Chicago and its integration with that of the Koppers Wood Preserving Division in Pittsburgh.

The ALTC plants are located in Gainesville, Fla., Florence, S. C., Baltimore, Md., Fordyce and Crossett, Ark., Shreveport, La., Wilmington, Calif., Everett, Wash., Wauna, Ore., and Port Newark, N. J. These plants and sales offices employ about 450 persons.

All of the plants utilize the pressure-treating method of preserving wood with creosote or special salts.

In the transaction, according to Arnold, Koppers acquired a number of patents and trade-marks relating to wood treatment, including the "Wolman" and "Minalith" trademarks that are widely respected in the wood-preserving industry. Wolman salts are used as preservative for wood. Minalith is used as a fire-retardant for wood.

Arnold said the present policy of licensing the use of these materials to other companies would continue.

## Joins Wood-Preservers

C. Miles Burpee has been made secretary-manager of the service bureau of the American Wood-Preservers Assn., New York City.

He recently resigned as vice-president and director of the Simmons-Boardman Publishing Corp. to fill the post formerly held by Percy R. Hicks, who retired after 33 years with the bureau.

The Service Bureau of the American Wood Preservers Assn. will hold the first of a series of quarterly meetings in New Orleans, July 26-27.

The bureau is expanding promotional efforts on behalf of pressure-treated forest products and will cover this subject during meetings. The second day, featuring a symposium on industry problems, is open to representatives of Southern pressure-treating plants, distributors, builders, and other interested persons.

## At 11 A. M. on T. V.

Each Wednesday morning at 11 o'clock, Eastern Daylight Time, on 42 television stations from coast to coast, the National Broadcasting Co. is devoting 10 minutes to housing news and ideas on their daily program called "Home."

Assisting in the production of this feature is the Housing Research Foundation of San Antonio, Tex. This research body is collecting and editing information on new developments in housing design, location, materials, and services for the NBC television feature.

## Barrett Buys Texas, Ark. Roofing Plants

The Barrett Division of the Allied Chemical and Dye Corp. has purchased modern roofing plants in Texas and Arkansas. One is that of the Artex Roofing Co. in San Antonio. The other is that of the Williams Roofing Co. in Camden, Ark.

Through these plants, Barrett will serve the states of Texas, Arkansas, Oklahoma, and much of Louisiana.

Barrett President T. J. Kinsella points out that "all products manufactured, mainly asphalt shingles and sidings, roll roofings, and dry and saturated felts, will be produced to standards we have established at our other roofing plants in Birmingham, Chicago, and Philadelphia.

"Barrett's district sales office for this area is located in Houston. That office and the strategic location of our new roofing plants should enable us to care for the needs of our Southwestern customers with dispatch."



## ENTHUSIASTIC OVER EXPOSITION PLANS

Prominent in the planning for the National Retail Lumber Dealers Exposition, to be held at the Kingsbridge Armory in New York City, October 2-10, are the dealers seen in a huddle above during the spring board meeting of the National Retail Lumber Dealers Assn. Seated, left to right, are Ray Schaub of Indiana, chairman of the general Exposition Committee; Henry J. Munnerlyn of South Carolina, N.R.L.D.A. president; Phil Creden of Illinois, exposition chairman, and Findley Torrence, Ohio association executive, committee member. Other members of the committee, standing, are W. B. Kennedy Jr. of Oklahoma, and H. L. Stokely of Texas. All were enthusiastic over the exposition plans to assemble a record crowd of dealers for the forum and materials exposition.

## Do-It-Yourself Trend Spotlighted by Survey

"Two-thirds of the Americans whose homes are valued from \$10,000 to \$25,000 are engaging today in Do-It-Yourself activities designed to add comfort, livability, and dollar value to their property," Owen R. Cheatham, president of the Georgia-Pacific Plywood Co., reports.

This Do-It-Yourself trend is revealed by a nation-wide survey of home-owners just completed by the G-P research department.

"Georgia-Pacific's study covered 9,000 home-owners in all sections of the country," Cheatham said. "It was conducted in three sharply defined home-value brackets. Three thousand owners of homes worth \$10,000 to \$15,000, an equal number of householders in the \$16,000 to \$20,000 home-value class, and three thousand family heads whose homes are valued from \$21,000 to \$25,000 were questioned."

In the \$10,000 to \$15,000 home-value group, 63 per cent engage in spare-time home-improvement pursuits. The five leading activities are:

1. Adding an extra bathroom or powder room, exclusive of plumbing work.
2. Converting the basement into an extra room.
3. Painting and redecorating the home interior.
4. Providing more family living space by finishing attics.
5. General home improvements, including building book-shelves, radiator covers, extra cabinets and storage closets, installing new floor coverings, and redecorating walls.

The large total of 72 per cent of the home-owners in the \$16,000 to \$20,000 home-value bracket engage mostly in these Do-It-Yourself activities:

1. Finishing basement to add an extra room for family living.
2. Painting and redecorating home interior.
3. Landscaping grounds beyond lawn-making, including trees and shrub plantings, building terraces, stone walls, fences, walks, paths.
4. Insulating house.
5. Adding additional room or rooms in attic.

The survey showed that other favorite Do-It-Yourself activities are laying flagstone terraces and walks, making gravel paths, building garden and terrace retaining walls, constructing swimming pools, shingling houses, putting new wallpaper on interior walls, installing plywood wall paneling, laying resilient floor tiles, replacing window panes, and doing minor plumbing repairs such as replacing washers, and putting in new faucets.



JOHN G. DURING has been made representative for the Dallas, Tex., area for the National Guard Products Co., Inc. From 1932 to 1953, During was associated with Corning Glass Works, rising to sales manager of the Southern district. He now is a manufacturers' representative.

## 8 Companies, Associations Get Public Relations Awards

For advancing public understanding of the woodworking industry, eight companies and associations were presented awards of merit by *Wood Working Digest*, pocket-size industrial journal, at the recent meeting of the Forest Products Research Society at Grand Rapids, Mich. Bob Van Kampen, president of the Hitchcock Publishing Co., announced that the awards will be made annually.

The award winners, by classification, were:

Lumber companies—Pacific Lumber Co.

Lumber associations—Hardwood Exhibit Committee, Chicago, and the West Coast Lumbermen's Assn.

Finished wood products companies—E. L. Bruce Co.

Finished wood products associations—Wood Office Furniture Institute.

Woodworking materials and machinery—DeWalt, Inc., and the Borden Co.

Wood waste products—Kingsford Chemical Co.

## All Doors from Laurel

Manufacture of flush doors by the Mengel Co. is being concentrated in Laurel, Miss., according to an announcement by R. W. Hess, local plant manager. Production machinery from Louisville, Ky., plants has been shipped to Laurel.

# personnel parade

American Machine and Foundry Co. . . . ROBERT W. KERR has been made group executive and divisional vice-president of the General Products Group—11 AMF subsidiaries which include DeWalt, Inc., of Lancaster, Pa. Kerr formerly was deputy group executive. Before joining AMF, he had been executive vice-president of the Plomb Tool Co. in Los Angeles.

American Forest Products Industries, Inc. . . . HERBERT G. LAMBERT JR. has been appointed manager of the New Orleans, La., office. Formerly with an oil company, Lambert succeeded Franklin Bradford, who transferred to AFPI headquarters in Washington as an assistant editorial director.

Federal Housing Administration . . . RICHARD S. CLAUSING, Wichita attorney, has succeeded Ed CHAPMAN Jr. as FHA director for Kansas. Chapman recently was appointed assistant to Commissioner Norman P. Mason in Washington.

Celotex Corp. . . . Directors recently elected FERGUS A. IRVINE a member of the board to succeed the late BROR DAHLBERG. Associated with Celotex since 1925, Irvine is vice-president in charge of research and product development.

Reynolds Metals Co. . . . CLOYD S. STEINMETZ, director of Reynolds sales training, has been elected president of the American Society of Training Directors. He will head the professional group of more than 2,000 members for two years.

## Kimbell Now NLMA's Technical Vice-President

Richard G. Kimbell has been appointed vice-president of technical services for the National Lumber Manufacturers Assn. The new vice-president has served 35 years with NLMA—the last 20 years as director of the technical and standards department.

John G. Shope, 46, NLMA architectural engineer, has been appointed director of building codes. Shope has specialized in building-code work during most of his 14 years with the association.

Kimbell is the author of many outstanding publications on wood utilization, timber engineering, and structural design. He wrote the widely accepted "Wood Structural Design Data."

He helped develop "National



## Cash in on the air-conditioning boom!

The boom in air conditioning is "booming" insulation sales, too. Homes are being insulated more completely, walls as well as ceilings; and greater thicknesses of insulation are being used. All this means greater year-round comfort in any home—but in the air-conditioned home maximum insulation is a *must*!

Go after this business . . . it's plentiful and profitable . . . *right now!* Your prospects are the new home builder, the remodelling contractor and the *do-it-yourself* home owner. You'll find the sure way to get your

share of the sales is by stocking and pushing Fiberglas\* Building Insulation. Because it's the leading product in the market, Fiberglas Insulation gives you faster turnover, greater volume, and, of course, the extra profits that go with volume sales.

No wonder your customers prefer Fiberglas Insulation—even without air conditioning it's been proved to keep a home up to 15 degrees cooler in summer as well as warmer, easier to heat in winter. It's sanitary, permanent and tops in efficiency. And you'll find it light in weight, easy to

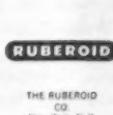
handle, easy to store.

In this market, like all others, there are excellent sales tools available to help you sell Fiberglas Insulation. For example, there's the attractive mobile display shown above, and the booklet entitled "Insulations for Light Construction." Your customers and prospects in the building trades will welcome this fact-filled publication. It provides economical suggestions for solving insulation problems. Ask your supplier for copies now, or write to: Owens-Corning Fiberglas Corporation, Dept. 162-G, Toledo 1, Ohio.

### FIBERGLAS BUILDING INSULATIONS ARE DISTRIBUTED NATIONALLY BY:



MINNESOTA AND  
ONTARIO PAPER CO.  
Minneapolis 2, Minn.



THE RUBEROID  
CO.  
New York, N.Y.



KELLEY ISLAND LIME  
& TRANSPORT CO.  
Cleveland, Ohio



\*Fiberglas is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with fibers of glass.

Design Specifications for Stress Grade Lumber and its Fastenings." Both are considered bibles in building-code work. He has had patents granted in the U. S. and foreign countries.

Building code committees in thousands of cities and towns have adopted timber standards developed under Kimball's direction. His staff includes NLMA technical engineers and building code specialists in Washington, D. C., New York City, New Orleans, Chicago, and San Francisco.

### Gunnison Prefab Homes Get Dixie Code Approval

Wood prefabricated houses manufactured by United States Steel Homes, Inc., subsidiary of the U. S. Steel Corp., have been given the approval of the Southern Building Code Congress, according to M. L. Clement, director of the organization. The approval includes coastal areas, Clement said.

The Gunnison line of wood homes is distributed in most localities of the nation by more than 400 dealers.

United States Steel Homes, Inc., is the second manufacturer of prefabricated dwellings to receive the Southern Building Code Congress's approval, according to Clement.

### Van Hoy and Sears Promoted by Bird & Son



BAKER L. SEARS, above, and James H. Van Hoy, veteran salesman for Bird and Son, Inc., have been promoted recently to expand the sale of this firm's asphalt roofing and other building materials in the South.

Van Hoy has been appointed by Vice-President James H. Chamberlain as Southeastern division manager of Bird's Building Materials Di-

vision. He will be in charge of this firm's new plant in Charleston, S. C., which is now under construction. Van Hoy has been with Bird for nearly 35 years, since 1946 as Southern division sales manager.

The Van Hoy's have resided since 1926 in Sanford, Fla., where he is a director of the savings and loan bank. He is a member of Hoo-Hoo and an associate member of the Florida Lumber and Millwork Assn.

Sears joined Bird and Son in 1924. He has sold for the company in Ohio, West Virginia, Virginia, and North Carolina. For the past 10 years his headquarters have been in Raleigh, N. C.

### Picture Panel Doors Gain National Favor

"Introduced only three months ago, the new line of picture-panel fir doors has been received enthusiastically by architects and builders," members of the Fir Door Institute were told at their recent annual meeting in Tacoma, Wash., by Robert N. Kelly, newly-elected president.

"The new line of doors is making inroads in markets that normally do not favor panel doors," said Kelly. "Architects and builders have indicated almost universal approval of the new trend, the first significant advance in door-styling in 25 years. This is only the start of an entirely new line designed to meet the need for doors which will bring color and dimension into the home. Within the year, the industry plans to introduce other new modern styles."

General sales manager of M and M Woodworking Co., Kelly succeeded A. C. Peterson, sales manager of Buffelen Manufacturing Co., in the association's top post. Other new officers are: vice-president, Joseph H. Manley, Washington Door Co.; secretary, C. L. Emery, Simpson Logging Co.; and treasurer, James L. Buckley, Georgia-Pacific Plywood Co. FDI trustees are A. C. Peterson; E. A. Nord, of E. A. Nord Co., and Douglas Gonyea, Clear Fir Products, Inc.

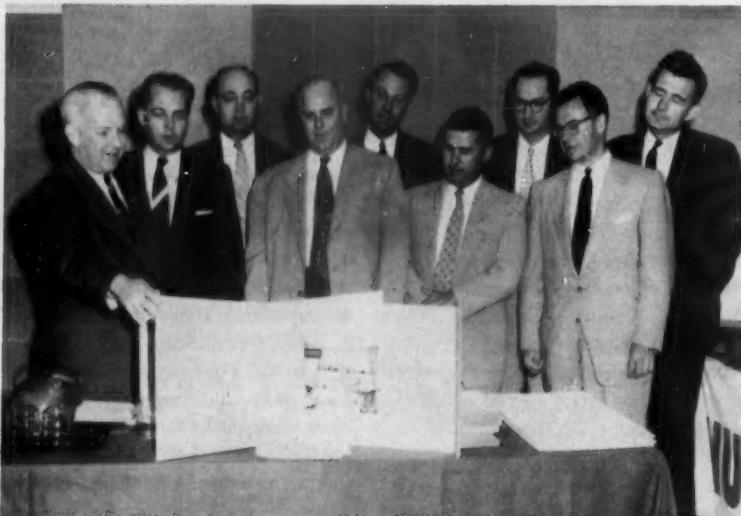
### New Lighting Emblem

Members of the American Home Lighting Institute have adopted an emblem for identification with their organization.

Miss Minita Westcott, managing director, pointed out that the emblem "will serve to identify each of our individual members with the broad national program that is in operation to emphasize the desirability and benefits of installed home lighting fixtures."

The emblem shows the institute name and a figure holding a sign, "Light for Living."

### BRIEFED ON NU-WOOD BUILDING PRODUCTS



Southeastern district sales representatives of the Wood Conversion Co. were introduced to Nu-Wood Panel-Tex interior wall panels, new acoustical tile numbers, and new jointed roof insulating slabs at a two-day meeting in Atlanta, Ga., on May 27-28. Above, Clarence Muff, district manager, at left, displays to the salesmen proofs of advertisements that will create consumer demand for the colorful new insulating panels, which form the demonstration wall in background. Left to right, from Muff, the Wood Conversion reps include N. T. Gallagher, New Orleans; Frank Burgen and J. L. Lambert, Atlanta; W. A. Soderberg, High Point, N. C.; B. Z. Routh, Greensboro, N. C.; T. A. Gaskin Jr., Birmingham; D. E. Dahle, High Point, and Wayne Scott, Atlanta. The group visited Wood Conversion's new Atlanta warehouse.

# Here's why dealers like to handle Fenestra windows!

Builders like to *use* Fenestra\* Steel Windows. They like the quick, low-cost installation of completely trimmed Fenestra Window Units (window plus outside-inside metal trim, handled by dealer as a "package" deal). They like the "added eye and sales appeal" that a top Baltimore builder tells about in the builder ad that's shown below.

Homeowners like to *live* with Fenestra Steel Residential Windows because Fenestra offers easy operation, top design beauty, ownership prestige, and many other advantages. Homeowners have made Fenestra the largest steel window manufacturer in America.

Dealers like to *sell* the Fenestra line because it offers extra profit possi-

bilities (the window with hardware, trim, lintel, screen and storm sash can be sold as a unit). The dealer can capitalize, too, on a well-known name presold by strong national trade and consumer advertising.

For details write to Detroit Steel Products Company, Department SBS-7, 3421 Griffin Street, Detroit 11, Michigan.

®

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For details write to Detroit Steel Products Company, Department SBS-7, 3421 Griffin Street, Detroit 11, Michigan.

®

*"A salute to those who made it possible"*

*One of a group of 90 homes in Baltimore, Md., by Contractor Builder, Admiral Construction Corp.*

*"...after deciding to give your WindoWall a try, we were pleased far beyond our expectations!"*

*—says Jerome S. Cardin, Vice President of Admiral Construction Corp., Baltimore, Md.*

Mr. Cardin writes, "Some months ago when you spoke to us about the many advantages which we would gain by using the new Fenestra WindoWall we were, frankly, rather hesitant in changing our window layout as we had been using our standard Residence Casements to our great satisfaction. Especially since the particular 90-house project was in the \$10,000.00 class, we felt that the added initial cost of the WindoWall was not necessary.

However, after deciding to give your WindoWall a try, we were pleased far beyond our expectations. The benefits derived have added substantially to our project's eye and sales appeal. This has more than offset the slightly higher original cost.

Once again, our sincere thanks for offering such quality products. To us the Fenestra name is synonymous with quality and satisfaction."

This letter typifies the reactions of builders all over the country who are using the Fenestra WindoWall in homes of every price bracket.

For full information on Fenestra Ready-Trimmed Casements, WindoWall, Residential Projected (awning type) Windows, Residential Type Doors, Sliding Closet Doors and other Fenestra Building Products (and Fenestra Super Hot-Dip Galvanizing), call your local Fenestra Representative.

Or write to Detroit Steel Products Company, Dept. SBS-7, 3421 Griffin Street, Detroit 11, Michigan.

**Fenestra**

RESIDENTIAL  
STEEL WINDOWS  
AND DOORS

WINDOWS • HARDWARE • CASINGS • SCREENS • STORM SASH

\* Your need for a really modern "picture window" with fresh air ventilation encouraged us to develop this wonderful Fenestra Steel WindoWall.



# washington NEWS

## Old Act Extended

Failure of the joint Senate-House committee to work out differences between the housing legislation adopted by the two houses made it necessary to pass a bill extending the Housing Act of 1953 for another month—through July 31. With the construction boom carrying a large share of the economic stabilization load, mortgage insuring and regulating provisions are imperative while the joint committee seeks agreement.

The main difference of viewpoint between the houses is on further public housing by Uncle Sam. The House bill would have none of it, but the Senate strung along with the President's request for 35,000 public housing units a year for the next four years.

However, the Senate did not include several other key provisions originally requested by the White House. Buyers of old homes would not be given the same terms as those of new homes. The President would not be given authority to raise interest rates on FHA-insured mortgages. The Federal National Mortgage Assn. would not be revised drastically. Homes would not be available on a basis of no down-payment and 40 years' maturity.

Meanwhile, Congress adopted the Independent Offices Appropriations bill with a surprise amendment that give the Housing and Home Finance Agency administrator substantial new powers over FHA, PHA, and constituent agencies. Its purpose: "to promote economy, efficiency, and fidelity in operations of HHFA."

## Flexible FHA

As the Federal Housing Administration approached its 20th anniversary as a Federal catalyst for pay-as-you-go housing, Acting Commissioner Norman P. Mason, former Massachusetts lumber dealer and association leader, enacted several measures to safeguard against some abuses uncovered in spring investigations.

First, the number of "sensitive positions" in the agency was increased from 21 to 91. Mason said that both the Civil Service Comm. and the Federal Bureau of Investigation were checking on the security-ability of the FHA personnel.

Second, FHA ruled these "luxury items" as ineligible for FHA Title I home improvement and repair loans: barbecue pits, swimming pools, tennis courts, kennels, flower boxes, grading and landscaping, penthouses,

photomurals, tree surgery, valances and cornice boards, greenhouses, venetian blinds, fire alarms, burglar alarms, lawn sprinklers, door control devices, fire extinguishers, outdoor fireplaces or hearths, airplane hangers, bathhouses, and television antennae.

Third, to prevent exploitation of the FHA section 203 small rental housing program by promoters seeking to avoid the more restrictive requirements for multi-family mortgage insurance, FHA ordered all applications for mortgage insurance on 12 or more rental units to be sent to Washington headquarters for consideration by experienced FHA appraisers.

Fourth, corporate sponsors of FHA multi-family housing were required to obtain prior FHA approval before paying dividends out of any proceeds from FHA loans and before effecting changes in capital structure.

## FHA Accomplishments

Speaking to the annual joint meeting of the American Institute of Architects and the Producers Council in Boston, Commissioner Mason pointed to the accomplishments of the Federal Housing Administration since June 27, 1934:

"FHA has been operating on a pay-as-you-go basis without direct Congressional appropriations since 1940. FHA is now paying into the Federal treasury more than \$100,000,000 annually, which it is adding to its reserves. But this does not represent the real worth of FHA. The real value is the part that FHA has

played in helping 3,500,000 American families acquire homes—and at the same time helping 7,500,000 families finance improvements and repairs to their homes."

R. G. Hughes, president of the National Assn. of Home Builders, praised the housing agency on its 20th anniversary in these words:

"In the difficult years that have elapsed since its creation in 1934, the FHA has developed into a remarkable instrument of service for all our people. The system of mortgage insurance brought into being under the FHA program has done more than any other single factor in our whole economic structure to make this the best-housed nation on earth."

## "Investment in People"

Latest printed study by the Chamber of Commerce of the U. S. is entitled "Education—an Investment in People." Tracing the vast growth of school population during this decade, the study points out that even with the recent increase in school construction, school revenue in 1950 was only 2.5% of the total 28% of the national income taken by all government taxes.

The study urges businessmen to take the lead in developing community support for additional school-tax efforts by state and local governments to meet present and future needs. It demonstrates that good schooling develops "the potential skills and understandings of a people so that they may be more efficient producers, more appreciative customers, and more able to use and value political and economic freedom."

## Boosts for Module

Endorsement by the International Union of Architects of the 4-inch module used today in the U. S. and other countries as a basis for modular coordination, and its increased use by architects, contractors, and material manufacturers, have effected publication by the housing research division of the Housing and Home Finance Agency of a booklet entitled "Building Better from Modular Drawings." Copies of the 24-page booklet are available for 20 cents from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

The booklet explains the modular method and illustrates its economies for the manufacturer, construction crew, estimator, and architect.

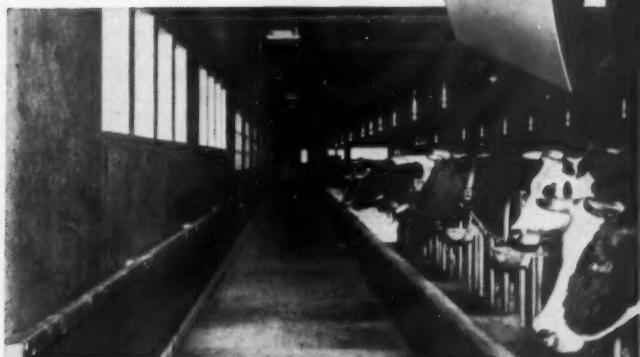


Norman P. Mason, acting commissioner of FHA

**Uses Unlimited!**

# **Johns-Manville ASBESTOS FLEXBOARD**

*for attractive  
maintenance-free  
exteriors...*



*for fireproof  
sanitary  
interiors...*

**Flexboard is strong and tough . . . looks and wears like stone  
. . . handles and works like wood**

MADE OF ASBESTOS AND CEMENT, formed under tremendous pressure and hydraulically re-pressed for added strength, Johns-Manville Flexboard® offers advantages never before combined in a single building material. The large 4' x 8' sheets in  $\frac{1}{8}$ ",  $\frac{3}{16}$ " and  $\frac{1}{4}$ " thicknesses are easy to handle. They can be nailed without drilling, worked with ordinary carpenter's tools, and, if necessary, flexed to fit curved surfaces.

Flexboard won't rot, rust or burn. It never needs paint to preserve it. Once in place, inside or out, Flexboard is ready for years of trouble-free service.

Recommend J-M Asbestos Flexboard for low-cost construction and long-lasting, economical service. For free illustrated brochure giving full details about Asbestos Flexboard, write Johns-Manville, Box 60, New York 16, New York.



## **Johns-Manville**



# supply & demand

**HAPPY ANOMALY.** Characterizing the 1954 private construction boom as a "happy anomaly," the June *Monthly Review* of the Federal Reserve Bank of Richmond explained that—

"The face of America—particularly the suburban face—is in process of rapid and drastic change. New concepts and new attitudes, presumably spawned from the desperate economy of the 1930's, and the war-restricted economy of the early 1940's, are now firmly rooted in the minds of homebuyers, homebuilders, and home-lenders. Homebuying is no longer a process of patient waiting and painful saving. Traditional frugality is being relegated to the past, and 'Buy! Live! and Pay As You Go!' are the attractive slogans of the present era.

"Apparently, all major groups involved vote aye. The homebuyers like it. The homebuilders like it. The mortgage lenders like it. The ultimate savers, who supply the funds, add their approval as well as their savings to the unmistakable whirl of construction activity."

**MAY REPORTS** on residential construction contract awards in the 37 eastern states made this commentary more meaningful. Dodge reported the residential total for May at 29% above May '53—a new monthly peak.

U. S. estimates of private non-farm housing starts in May placed the total at 105,500—100 under last year. Starts were at a seasonally adjusted rate of 1,038,000 per year.

**THE "PHENOMENAL" PACE** of construction prompted the U. S. Departments of Commerce and Labor to revise their building estimates for the year. The new forecast is for new construction expenditures this year to reach \$36 billion and top last year's all-time record by 2%. Part of the reasoning:

"The more optimistic construction outlook at the present time results largely from a higher level of new homebuilding so far this year than was expected last November. . . . Current indications are that 1,080,000 new private non-farm dwelling units will be started this year."

The Federal Reserve Board attributes the building boom to the continuing supply of mortgage funds at attractive interest rates. The board anticipates strong building activity throughout the year.

**THE UPSURGE** in home and commercial construction is causing the earlier declining price trend and sales volume in lumber and other build-

ing materials to level off—or start upward again. Wholesale movement of lumber and building materials in April was figured at only 1% below the previous year, while four-month sales were down 6%. The barometer on retail sales of lumber and building materials showed April sales off 10% for the month, and 8% for the four months.

The wholesale price index on lumber and wood products did not change from April to May—the first in several months when a price decline was not made. For a year, however, the lumber price index was down 4.6%.

**THE LUMBER PACE** among retailers appeared to be changing last month from April, when sales were down 7.1% from '53 and inventories had shrunk 6.2%.

Due to low inventories, limited production, and growing demand, the prices for Southern pine last month had swung in line with the uprise on West Coast species. Besides getting rid of some odd stock, the recent auction purchase by the Corps of Engineers in Atlanta, Ga., lent strength to the firmer pine prices.

Scattered strikes among West Coast mills were expected to result in new high prices on the lumber bought by the government at the auction held in Portland, Ore., on June 28. Fifteen million feet were sought.

The National Lumber Barometer for the week ended June 12 showed production 1% down from '53, but shipments were even, and orders were 13% greater. The order line-up by species: Southern pine, 4% more; Douglas fir, 16% more; Western pine, 14% more; Northern pine, off 14%; Southern hardwoods, off 13%; oak flooring, up 58%; maple flooring, down 19%.

**LOWER RAIL RATES?** Lumber producers in the South—and especially wholesalers—hope so as a result of a current study by a committee of the Southern Freight Assn. A survey made by the Southern Wholesale Lumber Association's enterprise Bob Darrah revealed that rail shipments of lumber by many mills had dropped more than 50% while truck shipments had more than doubled. Greater volume of rail shipments is anticipated by the industry if rates between the South and Official Territory are reduced moderately for lumber.

Just a coincidence, perhaps, with the request for lower lumber freight rates is a news release by the Assn. of American Railroads. It details the expenditures by the Class I railroads

for forest products. The amount so spent by the lines last year was \$176 million—equal to about 9% of total expenditures.

**AS THE 10TH** anniversary of the GI bill was observed June 22, the National Assn. of Home Builders reminded war veterans that they have only two more years—until July 25, 1957—during which they can clear applications for liberal house loans through the Veterans Administration.

**LU-RE-CO ACCEPTED.** The underwriting director of the Federal Housing Administration last month announced the "structural acceptability of the special method of construction involved" in the fabrication of wall panels by the Lu-Re-Co system.

A six-point program of action for manufacturers of fir plywood was proposed at the annual DFPA meeting in Gearhart, Ore., last month by Reno Odlin, president of the Puget Sound National Bank. His points include an orderly distribution pattern, exercise of common-sense in individual sales problems, development of price policies that build customer confidence, greater plant efficiency, increased promotion in all plywood markets, and statesmanlike business leadership.

## New Orleans Leaders

W. H. Moynan has succeeded Charles R. McKee as president of the Lumbermen's Club of New Orleans, Inc.

Other new officers, installed at the annual dinner meeting at the Lakewood Country Club, are Walter Isaacks, vice-president; Thomas Bremerman, secretary, and Samuel Cohen, treasurer.

## Pine Mills Organize

Representatives of 25 lumber mills met early in June at Savannah, Ga., to hold the first meeting of the new Southeastern Pine Marketing Institute.

The group also elected a slate of officers. Carl Brice, Brice Lumber Co., Archer, Fla., is president; Cliff Jones, Flack-Jones Lumber Co., Moncks Corner, S. C., vice-president; M. P. Pope, Pope Lumber Co., Washington, Ga., treasurer.

The executive committee includes H. F. Beal, Beal Lumber Co., Jacksonville, Fla.; P. L. Brown, C. A. Brown Lumber Co., Ivanhoe, N. C., and H. L. Manley, Reynolds and Manley Lumber Co., Savannah, Ga.

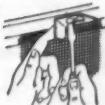
**TO BE IN THE SWIM, SELL TENSION SCREENS!**  
**TO WIN TOP SALES, SELL**  
**KEYSTONE**



TENSION SCREENS are the most modern, convenient and economical window screens ever. They weigh a lot less than old-fashioned screens... are a cinch to put up and take down from inside the house. They solve the storage problem.

**BUT...FOR TOP SALES IT'S KEYSTONE**

Just make a comparison of tension screens and you'll see why Keystones are in a class by themselves. In the first place, they're all-aluminum... never rust or stain the woodwork... have extra years of service life. What's more, only Keystones have *all five* of the following special advantages:

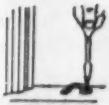


**1** — Slide bracket held by a screw. A round-headed screw installed in the top blind stop holds the readily removable top bar bracket.

**2** — Patented, tamper-proof tension catch at sill holds Keystone Screen securely in place. Just turn the knob to adjust for proper permanent setting.



**3** — Exclusive Keystone free-floating sill bar assures snug fit at bottom... automatically adjusts the screen to uneven or off-level sill... is easily raised in a jiffy for dusting.



**4** — There's no bulky, unsightly hardware on the window sill with Keystone Screens... just two small, neat, permanent brackets. Only six screws in all are required for each window.



**5** — The extra-strong vertical edges of Keystone Screens are 5-strand selvage formed of special flat wire to assure complete dependability and necessary tautness.

For maximum sales in this fast-growing market, get the whole story about Keystone Aluminum Frameless Tension Screens. Mail coupon below.

**KEYSTONE**

WIRE CLOTH COMPANY  
 HANOVER, PA. • FOSTORIA, OHIO

Keystone Wire Cloth Co.

Dept. D-7, Hanover, Pa.

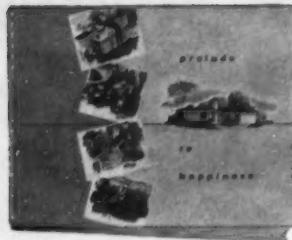
Kindly send me full information about Keystone Aluminum Frameless Tension Screens.

Firm. \_\_\_\_\_

My name. \_\_\_\_\_ Title. \_\_\_\_\_

Street. \_\_\_\_\_

City. \_\_\_\_\_ Zone. \_\_\_\_\_ State. \_\_\_\_\_



### "DREAM" VISUALIZER

"Prelude to Happiness" is the name of a new visualizer published by National Plan Service, Inc., to help dealers sell more new homes. It contains full-color renderings and floor plans of 60 modern homes. It also features color pictures of a selection of modern kitchens, recreation rooms, and built-ins.

The 100-page "Prelude to Happiness" tells how the Bedfords, an average American family, translated their "dream home" plans into the real thing, including a colorful recreation room and kitchen.

Plastic-bound, the sturdy pages of this visualizer are 13 by 10 inches. Copies are recommended for placement by dealers in beauty salons, barber shops, doctors' offices, and other places where women and men appreciate interesting, attractive reading matter. The frontispiece of each copy consists of a letter "dedicated to YOU," which compliments the reader's contribution to community progress and urges consideration of "life's second greatest possession"—a home of your own.

Full-color display posters are available to dealers for promotion of interest in and use of this planning guide.

**Contact:** National Plan Service, Inc., Dept. SBS, 1700 West Hubbard St., Chicago 22, Ill.

### BATHROOM ACCESSORIES

A new counter or window display is designed to help customers select the Miami-Carey thrifty-line bathroom accessories.



Thirty inches long, 21" high, and 5" deep, the display is printed in forest green, red, and chartreuse. A Scotchman emphasizes the thrift angle.

**Contact:** Philip Carey Manufacturing Co., Dept. SBS, Cincinnati 15, Ohio.

# silent salesmen



### PAINTING HANDBOOK

The "Week-End Decorator's Handbook" contains 68 pages of information on painting techniques for any part of a house; staining; varnishing; shellacking, and refinishing furniture.

Each idea is clearly illustrated with photographs. Such helpful ideas as coating walls with starch for longer paint wear, achieving textured finishes, ways to protect hands while working, safety on rooftops, are given to make any job easier for the layman.

Full-color photographs of bedrooms being shown in advertisements in women's and home magazines have been reproduced on 18"x28" posters for use in dealers' showrooms and display windows. They inspire "Week-End Decorator" to remodel bedrooms, use bright colors on walls and woodwork.

Retailers can also utilize the 10 posters to suggest color schemes to customers planning to do interior painting.

**Contact:** Archer-Daniels-Midland Co., Dept. SBS, Minneapolis 2, Minn.

### HARDBOARD USES

"Allwood Hardboard in Modern Building and Home Design" tells the home-owner how to work hardboard in various home applications.

It tells what thickness hardboard to use for various jobs, how to install panels with adhesives, how to bend it around curves, how to put up furring, and how to construct built-in furniture. It gives a table of bending radii and tells the advantages and physical properties of various hardboard types.

**Contact:** Oregon Lumber Co., Hardboard Division, Dept. SBS, Dee, Ore.

### MODEL HOME KIT

A new kit from which anyone may construct a model home and surrounding landscaping from architect or stock plans is offered for dealer use. Parts are scaled to  $\frac{1}{4}$ " per foot.

The kit permits prospective homeowners to construct a model of their proposed home, avoiding possible mistakes. It permits a dealer to show how one of his suggested plans can look, for advertising purposes. Builders can use the kit to show replicas of some of the better homes they have constructed.

Each kit sells for \$9.95, plus postage.

**Contact:** Cleveland Crafts Co., Dept. SBS, 4705 Euclid Avenue, Cleveland 3, Ohio.

### PLYWOOD SALES AIDS

Manufacturers of Douglas fir plywood have announced a "Big Five" selling package, to serve as an integrated local merchandising campaign.

It includes a direct-mail kit with 1,200 easy-to-use statement inserts; such point-of-purchase display items as Handy Panel rack and 3-D viewer with color photographs; quarterly newspaper ad mat service; TV spot commercials, and window banners that identify the dealer as fir plywood and Do-It-Yourself headquarters.

**Contact:** Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.



### CALKING CARTRIDGES

A new dispensing carton for Handicalk calking cartridges, a paint can display card, and a window streamer are the tools for a new promotional campaign to sell more calking materials during the summer. They all convey the message "Calk First, Then Paint."

Each carton holds 10 cartridges and is so constructed that when the bottom cartridge is removed, another falls into place. With every four cartons, the dealer receives a paint display card and window banner.

**Contact:** Gibson-Homans Co., Dept. SBS, 2366 Woodhill Road, Cleveland 6, Ohio.

### HOME COOLING GUIDE

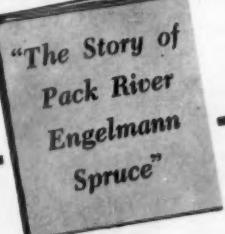
A handy slide rule permits estimating at a glance the seasonal operating costs of home cooling systems. It

# Today's Best Lumber Buy



Write Today for

**FREE BOOKLET**



Packy, the Professor from Pack River, points out: Dollar for dollar, these well-manufactured, scientifically kiln-dried selects are the best value of the current lumber market. With confidence you can recommend them to your customers for in-

dustrial, home, or do-it-yourself use—wherever selects are called for. They and you will be getting an unusual value.

Be sure! Insist on Pack River "Qualitized" Engelmann Spruce Selects.

*\*Originally known as North Idaho Engelmann Spruce.*



SPOKANE, WASH. P. O. BOX 64 • TELETYPE SP. 105 • TEL. MADISON 0121

**Managing Sales For**

PACK RIVER LUMBER CO.  
Sandpoint, Idaho

NORTHWEST TIMBER CO.

Gibbs, Idaho

CRESTON SAWMILLS, LTD.

Creston, B. C.

THOMPSON FALLS LUMBER CO.

Thompson Falls, Mont.

covers systems with waste-water condensers, cooling towers, evaporated condensers, and air-cooled condensers.

The only information the user must supply to operate this Coleman Economy Guide for Home Cooling is the length and width of the house, kind of insulating and shading (best, good, or fair); amount of temperature reduction desired (15 or 20 degrees), and the local electricity and water rates.

**Contact:** Coleman Co., Inc., Dept. SBS, 250 North St. Francis Ave., Wichita 1, Kan.

### WINDOW MATERIALS

A sturdy, all-metal vertical-type fixture is offered to hold five full rolls of R-V-Lite and Vimilite window materials or other roll goods up to 36" wide.



Called the "49er," the stand is 57" high and uses only 22"x38" of floor space. It features a convenient measuring rule and a full-length cutting groove. The cost is \$6 with a \$49 order of R-V-Lite materials.

**Contact:** Arvey Corp., Dept. SBS, 3462 North Kimball Avenue, Chicago 18, Ill.

### HOW TO PAINT

"Paint It Right" is a colorful, easy-to-read booklet for the Do-It-Yourself painter.

It contains helpful data and painting short-cuts for all kinds of jobs. It encourages the amateur to tackle painting jobs he might otherwise shy away from.

**Contact:** Seidlitz Paint and Varnish Co., Dept. SBS, 18th and Garfield, Kansas City, Mo.

### TUBULAR LOCK DISPLAY

A compact counter display revolves at a finger's touch to show both sides



of the three E-Z-Set locks installed.

Shown on the unit are a lock for exterior doors, with key inserted; a lock for passage between rooms, and a lock for bedroom and bathrooms. All are labeled.

**Contact:** National Hardware Corp., Dept. SBS, Ozone Park 16, N. Y.

### TV, MOVIE PLAYLETS

Seven new 16-mm color, sound movie playlets for TV announcements are offered to lumber dealers to attract greater attention to the dealer's name and homebuilding services. They are suitable for 20-second announcements.

Playlets also are offered for movie advertising.

**Contact:** West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison St., Portland 5, Ore.

### DIRECT-MAIL ADS

A low-cost mailing piece that specifies the lumber yard as "your one-stop farm repair headquarters" is offered to dealers who sell Masonite Tempered Preswood hardboard.

Printed in three colors, the broad-sides are designed to bring the lumber dealer additional business from farmers, who have a constant need for repair and maintenance materials. They are mailed by Masonite to R. F. D. or post-office box holders.

**Contact:** The Masonite Corp., Dept. SBS, Box 777, Chicago 90, Ill.

### QUICK-SERVICE HARDWARE

Colonial solid-brass cabinet hardware is now packaged in new "quick-service" individual bags with windows that permit the customer to see the hardware, while the hardware is being kept clean.

One dozen units are packed in a display carton that opens up to form a self-service unit.

**Contact:** American Cabinet Hardware Corp., Dept. SBS, Rockford, Ill.

### IRON HARDWARE

Twenty items of forged iron hardware for home application are illustrated and described in folder No. 5002-FI, suitable as a hand-out piece in stores.

Entitled "Friendly Doorways," the folder stresses the authentic design of McKinney forged iron hardware and gives specifications of various pieces.

**Contact:** McKinney Manufacturing Co., Dept. SBS, 1715 Liverpool Street, Pittsburgh 33, Pa.

### FUEL COST ANALYSIS

The National Coal Assn. has developed a fuel cost-analysis form to make it easy for coal salesmen to compute the comparative cost of coal, fuel oil, and gas.

On one side are tables that show the number of gallons of fuel oil and therms of gas required to equal a ton of coal ranging in BTU content from 7,000 to 15,000 per pound. The front of the form gives an easy formula for computing fuel costs and provides space to record the name of the customer or prospect, for whom it was prepared, and the condition of his heating equipment.

**Contact:** Coal Heating Service, National Coal Assn., Dept. SBS, 802 Southern Building, Washington 5, D. C.

### WALL PANEL DISPLAY

This display is offered free to dealers who stock and sell East Coast pre-finished wall paneling.

The single fold-away unit depicts different types of panelboard and uses cut-away sections to show applications under typical conditions. The use of moldings and divider strips also is shown.

A smaller, counter-type display is also available.

**Contact:** East Coast Tilebord Corp., Dept. SBS, Brooklyn 37, N. Y.



# MASONITE

is tracking down  
**EXTRA SALES for you!**

The Masonite Man is out looking for the men who can send business your way. He is making regular calls on architects, builders and contractors . . . selling them on Masonite Presdwood and its many advantages.

The better acquainted these influential men become with the reasons for using Presdwood®, the oftener they will call for it. And the oftener they call for it, the more you will enjoy a steadily growing volume and profit from Presdwood products.

**Do YOU have enough Presdwood on hand?**

**You'll need a balanced inventory**

**to meet the increasing demand.**



NATURALLY STRONGER WITH LIGNIN®

**MASONITE®**  
CORPORATION

Dept. SBS-7, Box 777, Chicago 90, Ill.

"Masonite" signifies that Masonite Corporation is the source of the product

# association activities

## Dealers and Papers Team Up in Oklahoma

Advertising and promotion of homebuilding, repairs, and improvements are increasing as a result of teamwork between members of the Oklahoma Lumbermen's Assn. and the Oklahoma Press Assn. It's an out-growth of "Operation Big-Switch," the dealer seminar held by OLA recently.

After attending the seminar, OPA Secretary Ben Blackstock sent out a letter to the newspaper publishers with a return card to be filled in and mailed to OLA's office. It read: "Our newspaper desires to cooperate in building more lineage from our local lumber and building material dealers. We would like to designate the member of our staff listed below to receive material from your industry."

Blackstock wrote to Manager Bill

Morgan at the Oklahoma Lumbermen's Assn. office:

"The idea of further merchandising through the local lumber dealer to the ultimate consumer by newspaper advertising affords a great opportunity for our two associations to help each other. As you know, your local press has men on its staff trained to merchandise through advertising. Also, they are trained in advertising ideas, layout, copy, and working out proper budgets for clients.

"Your suggestion that the press association could furnish an advertising manager to your local lumber dealer without cost is not only good but practical as well. Your busy dealers can not always have time for details such as preparation of copy, ideas, layouts. All this could be handled by a representative of the local paper's advertising staff.

"The idea of your association keeping a designated member of

the local newspaper advertising staff informed on developments in your industry would further help us to supply your industry with what could be termed account executives in advertising, informed with merchandising and advertising ideas without the salary cost of an advertising manager. Your dealers could get this specialized service designed to fit the selling of your retail lumber dealers' products and services in return for the investment they make in advertising space in their local paper."

## It's Fort Worth in '55; LAT Plans Austin Offices

Due to the record-breaking attendance and exhibits at the 1954 meeting of the Lumbermen's Assn. of Texas, in Fort Worth, that body's board of directors has voted to hold the 1955 convention-exposition of dealers at the Will Rogers Coliseum there.

According to Executive Vice-President Gene Ebersole, the hotels and motels are already taking reservations for the April 3-5 convention in Fort Worth.

Meeting in Fort Worth on June 4, the board decided to move the offices of the Lumbermen's Assn. of Texas in the fall. Ebersole explained that location in the state capital will permit the LAT staff to work more closely with the 133 other trade and professional associations which headquartered in Austin. The association attorney is located in this city, which is more centrally located for field travel by Secretary Vincent Ogletree and other staff members.



## LEAD CAROLINA BUILDING SUPPLY SALESMEN

Elected at the annual meeting held during the convention of the Carolina Lumber and Building Supply Assn. in Asheville last spring, these men are leading the Carolina Lumber and Material Salesmen's Exchange this year.

Seated from left are Charles E. Graham, Johns-Manville from Raleigh, president; W. W. Smith, National Gypsum from Charlotte, first vice-president; Earl Stradman, Southern States Iron Roofing from Columbia, second vice-president, and W. W. Kendall from Charlotte, immediate past-president.

Three exchange directors are standing. From left, they are A. M. Hill, U. S. Plywood from Columbia; Arthur Ramseur, Ford Roofing from Greenville, S. C.; and Robert S. D. Cowles, Armstrong Cork from Charlotte.

When asked about the exchange's plans for the year, President Graham said that "we plan to play a bigger part and have a bigger part" in the industry's Carolina activities.

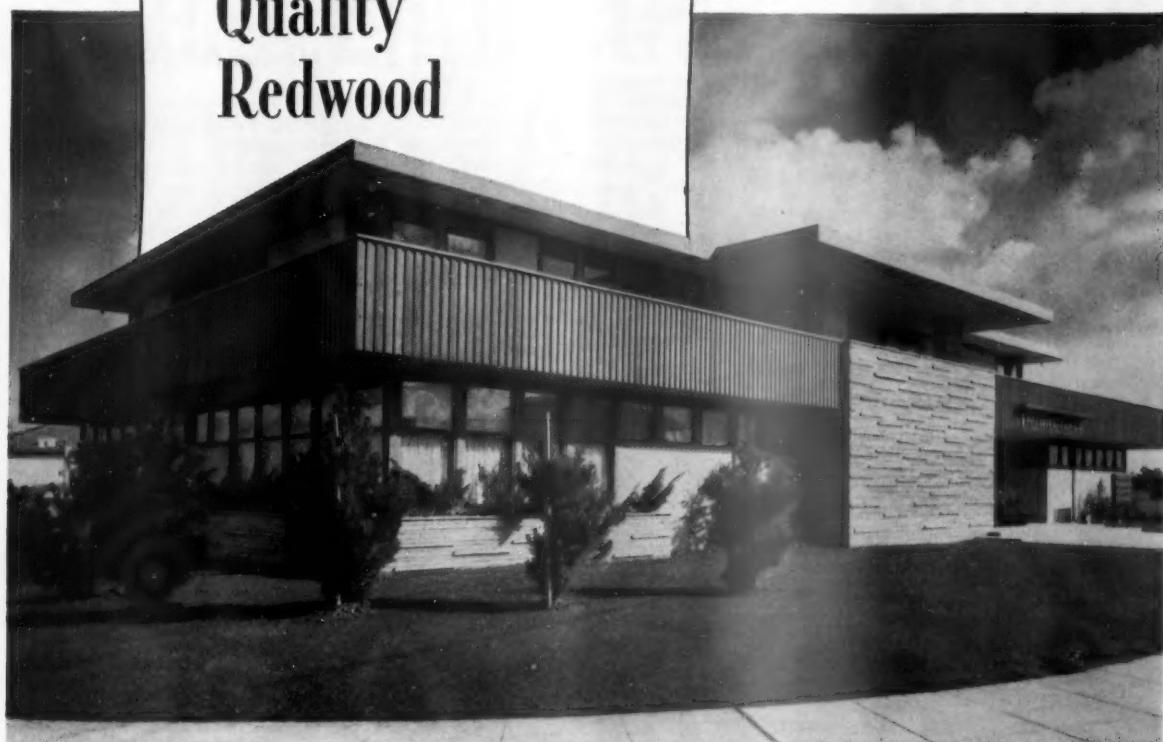
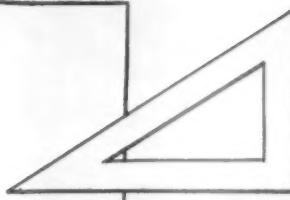
## Southwestern Assn. Holds Management Workshops

The second of a series of management workshops will be sponsored at Oklahoma A & M College in Stillwater, July 23-28, for the owners and general managers of individually operated lumber yards by the Southwestern Lumbermen's Assn. The enrollment will be limited to 28 men, according to Secretary-Manager Alan Flint.

Moderator will be Art Hood, editor of *American Lumberman*, who led the management discussions in the first workshop in the SWLA series at the Elms Hotel in Excelsior Springs, Mo., June 28-30.

The "students" make use of a

# PALCO Architectural Quality Redwood



## INHERENTLY INTEGRATED TO DESIGN ...for exterior or interior finishes

Rich natural color and grain of *Palco Architectural Quality Redwood* accent or blend with a host of materials. It is far more than a raw material—it is a finished product with the inherent qualities that stand alone or combine most effectively in finely integrated design. Dimensional stability, ease of workability, durability, and high paint retention give redwood unexcelled versatility. And *Palco Architectural Quality Redwood* offers extra value at no higher premium, for its uniformity of quality and grade assures full utilization. For the finest in functional beauty and design, specify *Palco Architectural Quality*.

### PALCO Redwood is tops in ALL these qualities

- ✓ High Dimensional Stability
- ✓ Low Swelling and Shrinkage
- ✓ Finest Paint Retention
- ✓ Greatest Durability
- ✓ Good Workability
- ✓ Glue-holding Ability



## THE PACIFIC LUMBER COMPANY

*The best in Redwood—Since 1869*

Mills at Scotia, California

100 Bush St., San Francisco 4 • 35 East Wacker Drive, Chicago 1 • 2185 Huntington Drive, San Marino 9, Calif.

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION



200-page loose-leaf textbook, every other page of which is blank for making notes. It was prepared by Editor Hood and Ray E. Saberson, retired Weyerhaeuser sales official who now heads the Lumber Dealers Merchandising Institute at St. Paul, Minn.

### Georgians Interested in Lu-Re-Co Panel System

Over 80 men gathered at the Henry Grady Hotel in Atlanta, Ga., on May 27 to hear Rudard A. Jones, assistant director of the Small Homes Council of the University of Illinois and panel project chief, show and explain how the Lu-Re-Co wall panels are pre-assembled in lumber yards and shops and then installed on the job site.

Included in the group were four representatives of the Federal Housing Administration, three Veterans Administration officials, 22 members of the Southern Woodwork Assn., and lumber dealers and builder-customers from throughout Georgia. The meeting was sponsored by Joe Rowell, counselor to the Building Material Merchants of Georgia.

At the annual spring meeting of the Southern Woodwork Assn., held that same week, President M. D.

Ebert appointed committees to examine the feasibility of the organization sponsoring a millwork cost survey each year in cooperation with a university research specialist, and a survey of insurance costs of SWA members.

The annual fall meeting of the Southern Woodwork Assn. will be held in Fort Lauderdale, Fla., November 15-16.

SWA members individually agreed to invite other millwork producers in the Southeast to attend a regional meeting of the Architectural Woodwork Institute of America. It will be held at the Henry Grady Hotel on July 13 under the management of Byrne Marcellus, of Chicago.

### Woodwork Group Expands

The Architectural Woodwork Institute plans its annual convention at the La Salle Hotel in Chicago, October 15-16.

Membership in this new association comprised of special millwork manufacturers throughout the United States and Canada has more than doubled since last October. Reservations for the convention can be made through the institute office at 332 South Michigan Avenue, Chicago 4, Ill.

## what's new from NRLDA

### Merchandising Calendar

The NRLDA merchandising calendar for the third quarter — July, August, and September — was mailed to dealers last month by state and regional associations. It presents the coordinated theme for August, as approved by the national committee and building material manufacturers whose advertisements appearing in magazines during the week of August 8 will proclaim: "Add-a-room to your home."

Under this theme, dealers are urged to use these suggestions in their newspaper, radio, and display advertising that week: finish an attic room, add a nursery, build a basement hobby room, enclose a porch or breezeway, or add another bedroom.

The calendar includes plan sheets for each month that suggest weekly advertising themes and tie-in copy for displays, trucks, statement enclosures. Space is provided for dealers to write in their ad themes, products, schedules, and expenditures.

### Dealer Data Book

The second printing of the Building Products Dealer Data Book is now off the press. Participants in it include the Hardwood Plywood Institute, Douglas Fir Plywood Assn., NRLDA, National Lumber Manufacturers Assn., Ponderosa Pine Woodwork, Red Cedar Shingle Bureau, Southern Pine Assn., West Coast Lumbermen's Assn., Western Pine Assn., and 31 manufacturers of building materials and equipment.

NRLDA asserts that "your data book will be one of your best salesmen if you make sure it is up-to-date, complete, and thoroughly accurate." It provides blank price sheets and extra data sheets.

### Roofing, Truck Driving

Latest additions to the useful information published by the National Retail Lumber Dealers Assn. for insertion in the *Dealer's Operating Guide* are chapters on roofing and truck-driving.

The chapter on truck-driving has been reprinted into a handy pocket size "Manual for Truck Drivers" in the retail lumber and building material industry. Copies of this 12-page booklet are available for 15 cents each from affiliated state and regional dealer associations or from



### LU-RE-CO SYSTEM FASCINATES TENNESSEE DEALERS

Holding the attention of Tennessee dealers at their annual convention in March was an illustrated lecture on the cost-cutting advantages of Lu-Re-Co panel construction. Discussing the system here are, left to right, Raymond H. Harrell, professor of research at the University of Illinois; W. S. Sexton, association president from Knoxville; Clarence A. Thompson, Champaign, Ill., chairman of the Lumber Dealers Research Council, and Robert O. Brownlee, association secretary-manager.

# Philadelphia Builder Sells Entire Development In Just One Week!

**All 112  
Split-Level Homes  
Roofed with  
Certain-teed  
Thick Butt  
Shingles**



Sample Home, Springdell Farms Development, Springfield, Pa. Architect: David Slott  
Builder: Springdell Corp., Norman Slott, President Roofing Contractor: Sam Collum

Popular as split-level homes are, it takes something special to sell 57 in one day—an entire development of 112 in just one week.

It takes outstanding design. It takes good, sound construction. And it takes the best in building materials.

That's why the "specs" called for Certain-teed Thick Butt Asphalt

Shingles on every one of these Springdell homes.

Certain-teed Thick Butt Shingles are thicker where it does the most good—on the part of the shingle exposed to the weather. They're "Millerized"\*\* for longer life. And they come in some of the handsomest colors you've ever seen. Colors that contribute even more

here because split-level roofs are at eye level and so more important to over-all appearance.

Are you familiar with Certain-teed Asphalt Shingles? There are styles and colors for every type home. There are no better asphalt shingles you can stock and sell today.

\*Special asphalt-impregnating process developed by Certain-teed.

## **Certain-teed**

REG. U.S. PAT. OFF.

Quality made Certain... Satisfaction Guaranteed



**CERTAIN-TEED PRODUCTS CORPORATION**

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDINGS • ASBESTOS CEMENT ROOFING AND SIDING  
SHINGLES • GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS •  
FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION

the National Building Material Dealers Service Corp., 302 Ring Building, Washington 6, D. C.

Based on material provided by the R. L. Sweet Lumber Co. of Kansas City, this manual explains, step by step, how drivers can build sales and hold down delivery expenses by giving close attention to their personal appearance, equipment, truck, load, driving, deliveries, reports, and personal contacts.

The DOG chapter on roofing covers the types to use for different sloped roofs. It describes asphalt roofing products, asbestos cement roofing shingles, metal roofings, and asphalt coatings and cement. Finally, methods of estimating roof areas and quantities are explained.

### Baton Rouge Dealers To Meet Twice Monthly

Thirteen retail building material dealers met in April and formed the Baton Rouge, La., Retail Lumber Dealers Assn.

Bob Hamilton, Plank Road Lumber Co., was chosen president; W. A. Gathright, Currie Lumber Co., vice-president; F. H. Roark Jr., Ronald A. Coco, Inc., secretary, and Norman Marchal, Central Lumber Co., treasurer.

The group will meet one afternoon and one evening each month to carry out such aims as an educational program for members; improving distribution; promoting the welfare of company personnel in matters of health, education, safety, family stability, home ownership, and community responsibility; to cooperate for mutual profit with other factors of the building industry.

### Houston Dealers, Families Have Much Fun Together

Building supply dealers in most cities rarely ever gather their families together for fellowship and fun. But not those in Houston, Tex.!

They set records by having two family parties last month. Two parties in a month were a record—and so was attendance.

On June 8, a total of 578 men, women, and children gathered at the annual barbecue held by the Retail Lumber Dealers Assn. at the Detering Country Place. Swayze's Chuck Wagon served a sumptuous barbecue supper. The Country Store attracted all. Taken from the barbecue ticket stubs, lucky numbers won cases of coffee, sacks of sugar and flour, and cans of lard.

On June 30, another large crowd of Houston lumber families trekked to the Bayshore Club of the First National Bank of Houston. They ate a seafood dinner, danced outdoors, swam, contested for silver dollars.

## Memphis Dealers Organized to Restore "Quality Values to Lumber Market"

QUALITY VALUES have been restored to the lumber market in the Memphis, Tenn., trading area and the prestige of dealers has been enhanced through the active participation and mutual cooperation of some 30 firms in the Memphis Retail Lumber Dealers Assn.

This non-profit corporation was "organized to study and improve market conditions in the local lumber industry." The dealer officers include Herbert Jordan, president; C. E. Thompson, vice-president, and W. G. Best Jr., treasurer. Other board members include H. B. Northcutt, Elliott Whittington, J. W. Tapp, and Charles Wilson.

This group employed James E. Irwin, an attorney, as their secretary-counsel and he serves the association from offices in the Columbian Mutual Tower in Memphis.

Here's the way Irwin recounts the organization and progress of the Memphis Retail Lumber Dealers Assn.:

"After being called in, I immediately went to work calling upon all dealers in the Memphis area to determine their attitude about the proposed association. To my pleasant surprise, I learned that practically all of the dealers were concerned about the conditions in this market and were eager to participate in the proposed association. So, we went through the regular organizational mechanics.

"In investigating market conditions, the association concluded that retail dealers in this area had lost much of the market potential to outside sources and, further, that the quality of materials in the area had reached an all-time low due to unfair competitive practices being engaged in by many of the suppliers in and around Memphis.

"We felt that one of the first steps necessary was to correct unfair competitive practices and to promote a higher grade of materials. In this connection, we found that many of the suppliers and shippers in this market had been selling lumber at a lower price by up-grading dimension lumber. This practice was particularly pronounced in the residential housing field, which was generally F.H.A. or VA financed. The situation had become so bad that the F.H.A. proposed standard grade-marking for all dimension lumber supplied in the Tennessee Area.

"When we learned of this suggested solution, we decided to support it as a means of guaranteeing that everyone would be required to furnish the same material. This, fortunately, provided another means of stabilizing and standardizing lumber products.



Secretary Jim Irwin

"Our association members feel that this is the best way that the eventual home-owner can be assured that he gets proper quality, rather than low price based upon misrepresented grades. There were, of course, many other reasons why we supported this move by the Federal Housing Administration and have found it to be working out satisfactorily.

"In studying market conditions, we also found that the Memphis market was being swamped with lumber shipped from small concentration mills located in northern Mississippi and Alabama, who were able to sell at lower prices because of the fact that they do not comply with the laws of their state, the Federal government, and the State of Tennessee.

"We, of course, felt that if our members were called upon to pay taxes and comply with the law, that the different states and Federal government should also require these people to abide by the law. In this respect, our association has fully supported the enforcement of Federal transportation tax laws, Tennessee sales and use tax laws, the Tennessee lumber peddler's statute, motor vehicle license requirements, and interstate commerce regulations.

"Our association has also undertaken a program to educate the public as to the benefits of doing business with a competent, skilled, and trained retail lumber dealer who stands behind his sales.

"We have also undertaken a program to inform the dealers of this area as to the cost of doing business in relation to the cost of the item sold. We feel that through a better understanding of these matters, market short-cuts may be found."

# why builder Alexander Caplan will use nothing less than Genuine Cedar Shingles



In the next twelve months, Alexander Caplan plans one hundred more homes in his lovely Rolling Hill development, located at Hoe Avenue and Southern Boulevard, Chatham Township, New Jersey. All will feature the crowning beauty of genuine Certigrade shingle roofs.

In his nationally known Rolling Hill, New Jersey development, Alexander Caplan has used carloads of Certigrade shingles.

Mr. Caplan—like so many successful builders across America—has found that *natural materials*, such as cedar shingles, help speed the sale of his homes and build his reputation for quality.

*Your customers are no exceptions.* Retailers who remember that *profit* is tied to *mark-up* . . . are stressing the *value* of cedar as against the *price* of substitute materials.

**The reasons builder Caplan uses cedar shingles are the same reasons Certigrades can step up your roofing profits:**

- Beauty of appearance
- Insulation against heat and cold
- Rigidity against wind and hail
- Extra years of low-maintenance service
- Application economy over spaced sheathing

Cash in on the trend to the "Real Thing" in home construction and modernization. Today, start enjoying the increased gross that genuine Certigrade red cedar shingles are bringing.

## RED CEDAR SHINGLE BUREAU

5510 WHITE BUILDING, SEATTLE 1, WASHINGTON

550 BURRARD STREET, VANCOUVER 1, B.C.





# dealer NEWS

## WEST VIRGINIA

**WHEELING:** The R. G. Hobbs Lumber Co. recently was remodeled and enlarged. The firm advertised its kitchen cabinets, pre-finished plywood plank, and other products in a May Better Homes Show. . . . Fred Cook, a partner in the Barnesville Lumber and Supply Co. since it opened three years ago, has sold his share of the business to the other two partners — James Mann and Roy Bunting. The company recently added ready-mix concrete to its lines of materials.

## GEORGIA

**WASHINGTON:** Francis and Jack Eubanks have opened the Eubanks Brothers Lumber Co. on the Augusta road, three miles from Washington. They formerly were in business with their father, the late J. W. Eubanks.

**MACON:** Mrs. Margaret Y. Puckett, B. C. Puckett, Mrs. Hazel O. Knight, and Thomas F. Knight have been granted a charter to operate a general lumber business, the Sofkee Lumber Co., Inc.

**ATLANTA:** To serve builders and home-owners better, the Willingham-Tift Lumber Co. here now has three outside salesmen. These include P. G. Sexton, Fred C. Disbro, and Ottis L. McClung, according to Sales Manager Roy G. Jones. McClung formerly was city sales representative for the Southern States Iron Roofing Co. Sexton was relieved of his duties as mill superintendent by W. E. Kirkland, who now is assistant to the president.

**DECATUR:** The Balfour Lumber Co. of Thomasville, Ga., has opened a new lumber warehouse on Glenwood Road to serve the mushrooming southeast section of DeKalb county.

## KANSAS

**ASHLAND:** Employees of the Home Lumber and Supply Co. and their families gathered in Ashland recently for their annual business meeting and entertainment. Some 92 persons attended the banquet. President R. V. Shrewder presented engraved watches to A. T. Johnson and Roy Walker for 25 years of service.

**SABETHA:** The Farmers and

Merchants Lumber Co. has a new addition, which extended the width of the front, which is now almost entirely glass. A new glass storage and cutting room was arranged on one side. A drafting office was added in the rear.

**CLAY CENTER:** M. C. Ferguson has been named manager of the Kansas Lumber Co. He succeeded the late Henry O'Bryan.

**WELLINGTON:** Some 2,000 persons attended the "open house" at the remodeled Hangen-Gibson Lumber Co. Door prizes included lawn chairs, wallpaper, basket, and screw driver.

**DELPHOS:** Ival Trimble has resigned as manager of the Leidigh-Havens Lumber Co., a position he held for 2½ years after being transferred from Abilene. He has accepted a position with the State Bank of Delphos.

## ARKANSAS

**CONWAY:** Fred Mattocks has been appointed sales manager of the Adams Lumber Co. He has been in the lumber business 10 years, having worked in Harrison before moving to Conway.

**NORTH LITTLE ROCK:** The Planters Lumber Co. has opened a new branch on Cantrell Road. A modern new building was erected for display of merchandise. The Planters firm has been serving this area for over 40 years.

## SOUTH CAROLINA

**GREENVILLE:** Fire swept through the McCauley Lumber Co. early in May, destroying two buildings, large stocks of lumber, finished millwork, and all machinery. Loss was estimated at \$150,000. Vice-President Jack H. McCauley said the company had no insurance, but that "as soon as we can set up a table, we'll be back in business."

## FLORIDA

**HIGH SPRINGS:** The Phifer Lumber Co. has bought an old bowling alley as a site for operating its new concrete block machine. The space formerly used for the machine was made available for stocking more lumber and building materials.

## LOUISIANA

**SHREVEPORT:** The United Building Supply Co. has been granted a charter of incorporation, listing capital stock of \$150,000.

**JONESBORO:** The Gilbert Lumber and Supply Co. has been granted a charter of incorporation to deal in general merchandise.

**WESTWEGO:** W. A. Isaacks, president of the Isaacks Lumber Co. in New Orleans, recently purchased the Ybarzabal Lumber Co. here. Besides selling a complete line of building materials, this yard will manufacture and fabricate meat blocks.

## MISSISSIPPI

**BOONEVILLE:** Clyde Carter has added several lines of materials so that he can offer the builder complete "one-stop service." He also has moved to a larger building on Church Street.

**INDIANOLA:** Birdell Adkins, Kennedy Quick, and J. P. Sartain, who formed the AQS Lumber Co. September 1, 1952, are constructing a modern building of buff brick on Highway 82. They hope to be in the new facilities by September 1 for a gala second anniversary. The sales area will have 2,800 square feet of floor space, in addition to lumber sheds and other outside storage.

## OKLAHOMA

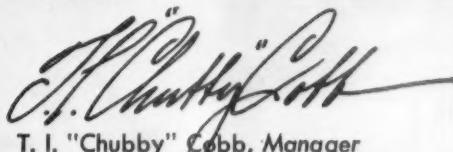
**WATONGA:** The Davidson and Case Lumber Co. has bought the lumber yard at Canton from the Big Jo Lumber Co. This latest addition gives Davidson and Case a yard in every major town in Blaine county.

**DENTON:** The Foxworth-Galbraith Lumber Co. recently moved to 409 N. Locust Street. The new building permits stocking a greater variety of materials.

**MARIETTA:** Bob Fraley Lumber Co. employees and their wives met at the new office and salesroom recently to dedicate the new building. They enjoyed box lunches and a "Bingo" game. Winners called "lumber" instead of "Bingo" and used nails instead of corn to cover numbers.

**SHAWNEE:** The McKee Lumber Co. held a two-day "open house" on completion of its new building at

# **"Fir Plywood means the difference between profit and loss"**



T. I. "Chubby" Cobb, Manager  
Bowman Lumber Co., Abilene, Tex.

There's a profitable clue for you in the way Chubby Cobb re-built sagging sales by specializing in fir plywood. Here's a capsule of the plan\* that helps sell over a carload of plywood a month—

1. **ADEQUATE INVENTORY**—Carry complete line of fir plywood, all grades and sizes, plus specialties. "You can't sell what you don't stock," explains Mr. Cobb.
2. **STORE DISPLAY**—Identify yard as "Fir Plywood Headquarters." Remodel showroom around plywood displayed in full sheets and in handy panel racks.
3. **ADVERTISING AND PROMOTION**—Regular newspaper ads plus daily radio announcements feature plywood specials. Offer plans and "how-to" material for builders, farmers, "do-it-yourself" enthusiasts.

\***DENOUEMENT:** Based on Abilene yard's success, Sam C. Newman, owner, Bowman Lumber Co., is emphasizing fir plywood in firm's eight other yards—to build traffic, to help sell other merchandise, to build sales volume.



Play it safe! Your reputation is on the line with every panel you sell. Stock only DFPA-Trademarked panels. "EXT-DFPA" for outdoor use, PlyPanel for interior finish, PlyScord for structural use.

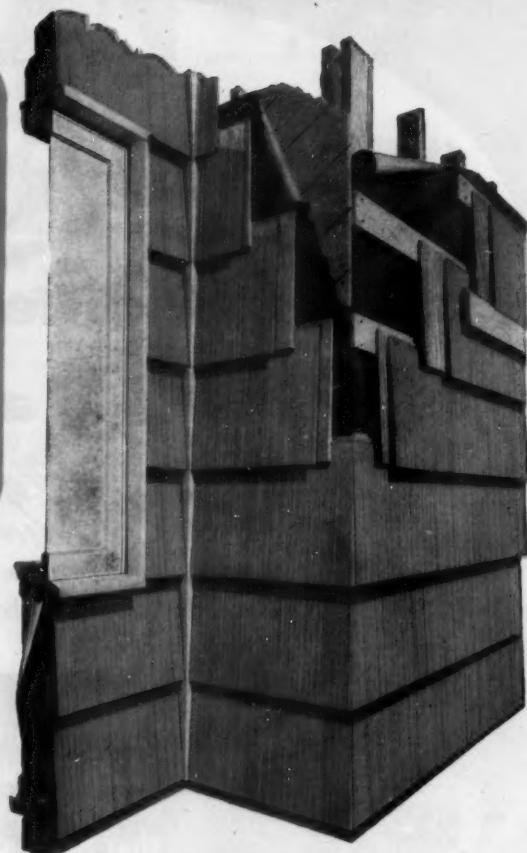
# SAVE *On the Job* TIME and MONEY

## Use SHAKERTOWN SIDEWALLS

to complete more homes faster  
under the most severe conditions



Double-coursed  
Shakertowns are easy  
to apply, provide wide  
range of distinctive  
styling.



**Weather** won't hold up construction—when you use Shakertown Sidewalls. These No. 1 cedar shingles are truly factory finished, require no further staining or painting on the job.

**Weather** often means delay on project homes—and costs mount quickly. Shakertowns are available in quantity. No skilled labor needed—a strip of shiplap for nailing guide is the only "extra" in the way of equipment.

**Weather** demonstrates Shakertowns' inherent advantages. Cedar shingle exteriors have millions of tiny air cells—nature's perfect insulation—to provide homes that are warmer in winter, cooler in summer. Cost less for maintenance and upkeep, too.

Get the **SHAKERTOWN** Facts! If you have an important job coming up, why not find out how Shakertown Sidewalls can save you time and money—increase your profits, too! Write, wire or phone the address below—today.

### JOB-PROVED!

#### Make full use of these Shakertown Advantages

1. No staining or finishing on the job. Shakertowns come ready to apply.
2. Quick, easy application at low labor cost.
3. No scarce or critical materials required.
4. Wide range of colors and styling gives distinctive appearance.

... *Build with Shakertowns!*

THE PERMA PRODUCTS COMPANY  
5455 Broadway  
Cleveland 27, Ohio



Manufacturers & Distributors

## SOUTHERN STATES IRON ROOFING COMPANY

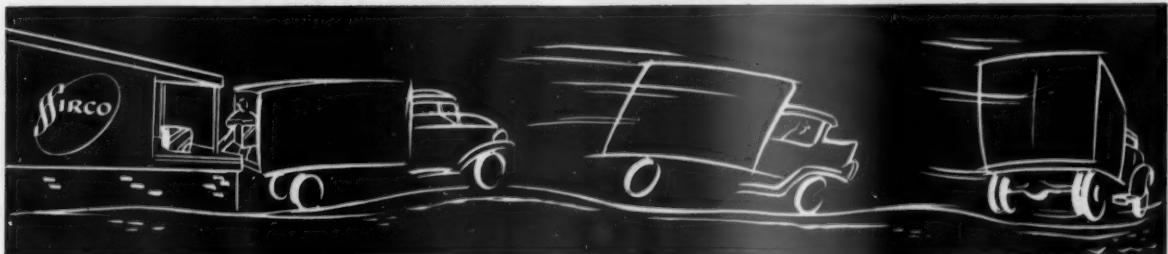
Savannah, Ga.  
Atlanta, Ga.  
Tampa, Fla.  
Miami, Fla.

Jacksonville, Fla.  
Birmingham, Ala.  
New Orleans, La.  
Nashville, Tenn.  
Richmond, Va.

Memphis, Tenn.  
Louisville, Ky.  
Columbia, S. C.  
Raleigh, N. C.

# Better Your Score... in '54

## CUT YOUR INVENTORY



There's no need to gamble on a large inventory of materials in order to fill the demands of your trade. Prompt delivery from the SSirco warehouse nearest you eases your inventory problems and assures you ready availability.

Nationally advertised products (see list at right) in ample supply in all of the 16 SSirco warehouses are your assurance of customer satisfaction . . . and your own greater return.

Learn to count on SSirco prompt delivery—overnight or drive-in, pick-up—to cut your inventory investment and boost your profits.

OUR COMPLETE STOCK OF THESE PRODUCTS SAVES YOU TIME AND MONEY!

### ALUMINUM

Reynolds LIFETIME sheet, bar, rod; architectural and structural shapes; roofing, siding, and accessories; rain carrying equipment.

### STEEL

Hot and cold rolled sheets, fabricated or flat; roofing, siding, and accessories; rain carrying equipment; steel drums; fence posts.

### BUILDING MATERIALS

Plywood, Flush Doors, board form insulation and Hardwood, Batt and blanket form insulation.

Miami-Carey cabinets, Shakertown cedar shingles, Louvers and ventilators, Barclay plastic-coated panels, Alsynite translucent panels.

## SSIRCO SERVES THE SOUTH



### Southern States Iron Roofing Co.

Savannah, Ga.	Tampa, Fla.	Birmingham, Ala.	Louisville, Ky.
Atlanta, Ga.	Miami, Fla.	New Orleans, La.	Columbia, S. C.
	Jacksonville, Fla.	Nashville, Tenn.	Raleigh, N. C.
		Memphis, Tenn.	Richmond, Va.

123 N. Minnesota St. The new plant replaces the one destroyed by fire last September 21.

TULSA: The Lundy Lumber Co. yard has been leased to the Barney Stewart Lumber Co. Roy J. Lundy, owner and former mayor of Tulsa, is leaving the lumber business for home construction.

ENID: The "fire bug" who is presumed to have started the fire April 9 at the Long-Bell Lumber yard here has been caught. A person of his description was seen running from the lumber yard. Later the same night, the Bank Lumber Co. was set on fire.

OKLAHOMA CITY: The Caston Lumber Co. recently spent about \$19,000 remodeling its facilities.

## MISSOURI

KANSAS CITY: Robert V. Duncan, owner of the Iowa, Missouri Walnut Co. at St. Joseph, has bought the plant, equipment, and office facilities of the Penrod, Jurden, and Clark Lumber Co. The plant will process walnut logs.

KNOX CITY: Earl Herzog, co-owner of the Herzog-Ingram Lumber Co., has bought the interest of his partner, Ted Ingram. Before buying

a part interest in the firm three years ago, Herzog had managed several lumber firms.

CARUTHERSVILLE: Cliff B. Smith has been elected a member of the City Council. He is president and co-owner of the Pemiscot Lumber and Supply Co., Inc.

ODESSA: Paul Gassen has moved here from Higginsville to manage the Odessa Lumber Co. He replaced M. C. Ferguson who was transferred to Clay Center, Kan.

SIKESTON: The Sikeston Lumber Co. celebrated the beginning of its second quarter of a century of service with "open house," which also introduced its new quarters on Malone Avenue at Prairie Street. The building has an 80-foot frontage. Charles Conn has managed the firm since 1945. The company staged a contest to see who could guess the correct number of items carried by the firm.

## TENNESSEE

WINCHESTER: Jim T. Morris, a lumber dealer, suffered slight burns when he awoke at the Keener Hotel to find his room on fire. He dashed through the flames to spread the alarm. Other guests escaped to safety.

## VIRGINIA

WAYNESBORO: The McCormick Lumber Co. invited the public to tour its new facilities. "We did not hold a grand opening," Fred McCormick explained, "because we have never gone out of business, although we were seriously hampered by the fire that hit us in April of last year."

LEBANON: Cliff Horne is manager of the new Lebanon Block and Supply Co., located on Highway 19. Affiliated with the St. Paul Builders Supply Co., the firm makes block and stocks a complete line of lumber, hardware, and other building materials.

WARSAW: The Builders Super Market has opened for business on Route 3 here, offering a full line of building materials, rental tools, and marine supplies in a new 15,000-square-foot warehouse and display room. Drive-in service is offered under a seven-door-long canopy, with ample parking space around the building. The new retail building supply store is owned and operated by the Potomac Supply Corp. of Kinseale. Le Merle Trader, of Coles Point, is manager of the new Warsaw firm. Robert C. Carden Jr. heads the parent corporation.

# SELL Trinity White

*the whitest white Portland cement*

... for the utmost beauty in architectural concrete units . . . terrazzo . . . stucco . . . light-reflective uses . . . and better color jobs.



Sell Trinity White Cement when the permanence and workability of a portland cement is needed plus the remarkable beauty of a brilliant white. So when you're asked for something that is better than the ordinary—you'll find that making it of Trinity White Cement is a most constructive suggestion. It's a true portland and meets all Federal and ASTM specifications. For descriptive literature, write Trinity White, 111 W. Monroe St., Chicago.

A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles

# Birch

FACED PLYWOOD WITH  
SOLID CORE  
new Wonder Wood  
from APMI

First it was *Sea Swirl*, decorative Douglas fir plywood...then *Knotty Sea Swirl*...now, a worthy companion to these popular APMI panels is BIRCH faced plywood.

This new product is top quality—golden beauty outside; SOLID CORE inside. Standard 4' x 8' panels are available in  $\frac{1}{4}$ " and  $\frac{3}{4}$ " thickness. Other sizes on special order. APMI plywood is stocked at company warehouses and selected independent jobbers. Your inquiries are invited.



**Associated Plywood Mills, Inc.**

General Offices: Eugene, Oregon

Plywood plants at Eugene and Willamina • Lumber mill at Roseburg

BRANCH SALES WAREHOUSES: 4268 Utah St., St. Louis, Missouri; 4814 Bengal St., Dallas, Texas; 4003 Coyle St., Houston, Texas; 1026 Jay St., Charlotte, North Carolina; Raleigh, North Carolina; Worley Road, Greenville, South Carolina; 925 Toland St., San Francisco, California; Eugene, Oregon; Willamina, Oregon.

SALES OFFICES: 31 State St., Boston, Massachusetts; 595 E. Colorado St., Pasadena, California.

## ALABAMA

**BIRMINGHAM:** The former Fowler Lumber Co. site will become the location of a \$1,000,000 shopping center. Work has started on the 14-store center, which will feature parking space for 400 automobiles.

**SHEFFIELD:** The Southern Sash Sales and Supply Co. has purchased the Bevis Lumber Co. here and changed its name to that of the parent firm, the Southern Sash Sales and Supply Co. Jim Frye is manager.

## NORTH CAROLINA

**ROANOKE RAPIDS:** Industrial Distributors have been granted a charter of incorporation to operate a hardware and building supply business.

**ASHEBORO:** The Ward Lumber Co. has been granted a charter of incorporation to deal in building materials, with capital stock authorized at \$100,000. Incorporators are W. Leonard Ward, Coleman W. Ward, and James L. Ward.

**FAYETTEVILLE:** William L. McDonald, local lumberman, was appointed as a Cumberland county commissioner to represent the Cedar

Creek and Beaver Dam townships. He is running for a four-year term in the upcoming election.

**REIDSVILLE:** W. T. Galliher II is the new president of the Wray Building Materials Co., Inc. He succeeds the late R. H. Wray, with whom he had been a part owner since 1950. Robert M. Vanstory is the new vice-president of this firm that also manufactures lumber and millwork. Galliher was formerly connected with building supply firms in Asheville, Greensboro, and Statesville.

## TEXAS

**AUSTIN:** W. B. Carsow, counsel and third vice-president of the Lumbermen's Assn. of Texas, has been appointed chairman of the Board of Adjustment by the mayor of Austin. This is a zoning and building inspector's appeal board. Carsow is a partner in the law firm of Alvis and Carsow.

**DENISON:** The Burton-Lingo Lumber Co. has enlarged its store and installed a plate-glass window. Inside walls are finished in gypsum board. Asbestos siding decorates the outside.

**SAN SABA:** The Cameron Lumber

Co. was nearly destroyed by a recent fire, which caused over \$50,000 damage. Plans have been drawn up for a new yard to replace the old.

**WAXAHACHIE:** Harold Mazy, lumber dealer, has been elected president of the Waxahachie Lions Club.

**DALLAS:** Jerome K. Crossman, president of the Lyon-Gray Lumber Co. of Texas, was the speaker at a recent banquet of the Farmersville Chamber of Commerce. He also is president of the Dallas C of C.

**PLANO:** Leslie Lusk and Robert Fielder have bought the Lyon-Gray Lumber yard in Plano. The new firm is known as the Fielder and Lusk Lumber Co., with Lusk actively managing the business. He has operated the Leslie Lusk Building Materials Co. for five years.

**PERRYTON:** J. H. Stephenson Jr., manager of the Perryton Lumber Co., was named "Boss of the Month" for April. A certificate was awarded by the Jaycees.

**CUERO:** H. E. Bucy, former manager of the Alamo Lumber Co. at Freer, now manages the Cuero yard of that company. Rodney Studer was transferred from Cuero to Freer.

**HEARNE:** The Farrar Lumber yard has been sold to H. B. Priestly,

# Insulaire SPUN WOOL

BUILDS CUSTOMER CONFIDENCE  
BRINGS REPEAT SALES  
BOOSTS YOUR PROFIT

New  
Mineral Wool  
Process



Standard sizes readily available

Odd sizes on request

INSULAIRE more than meets the most rigid Federal specifications or any other that calls for a FIRST quality permanent mineral wool. Each bag or tube is FULLY guaranteed. SATISFACTION is a must when you handle INSULAIRE

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INDUSTRIAL PRODUCTS CO., INC.

MT. PLEASANT, TENNESSEE

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SPUN WOOL

who has managed the business for 18 years. He has changed the name to the Priestly Lumber Co.

**BOSWELL:** After 34 years of managing lumber yards in Boswell, G. C. Greenwood has retired. He joined the Lyon-Gray Lumber Co. as manager in 1920 and remained when the firm was bought by the Clem Lumber Co. and later by the T. H. Rogers Lumber Co. Jack Gilbreath succeeded him as manager of the Rogers firm.

**HOUSTON:** To accommodate home handymen and folks planning to build or remodel a home but can not call during working hours, the 4807 Kirby Drive yard of the Temple Lumber Co. now is open each Thursday night until 9 o'clock. Commented Manager D. M. Nichols, in a *Houston Press* industrial-advertising interview: "When you add our free counseling service on Thursday nights to Temple's famous one-stop building and remodeling service, you really have something!"

**MISSION:** The Lynch Davidson Lumber Co. building, recently purchased by the Walsh Lumber Co., has been razed to salvage the building materials. Lynch Davidson still owns the site.

**BAGWELL:** V. D. Jones has retired from active business. He and his son, Ed Jones, founded the Red River Lumber Co. 22 years ago. Before that he headed the First National Bank of Bagwell. His son continues in charge of the lumber business.

## MARYLAND

**FROSTBURG:** Sleeman Brothers have remodeled their office and sales room here, making it easier for customers to select materials from attractive displays.

## OBITUARIES

**JAMES OLIVER PAGE,** 62, owner of the Page Lumber Co. in Little Rock, Ark., died recently. He is survived by his wife and four daughters.

**HARRY M. WILLHITE,** 76, president of the Willhite Lumber Co. in St. Louis, Mo., died May 22. He founded his firm 35 years ago and had been active in the industry for 60 years. He leaves a widow and two sons.

**WILLIAM FREDERICK ECKARDT,** 51, Tampa, Fla., manager of the Edwards Lumber Co. millwork department, died recently in a Clearwater hospital. Surviving are his wife, son, and daughter.

**CHARLES P. MARLOW,** 57, manager of the Grand Prairie Lumber Co.

# KNOWN AND WANTED



# ORANGEBURG® ROOT-PROOF PIPE

Advertised to your customers . . . and known to them by brand name. Stock it — sell it — profit by letting people know you carry Orangeburg.

A market survey of your field has found that your sales break down approximately as follows:

25% are to home owners. They all know and want Orangeburg . . . the modern pipe.

40% are to contractors and builders. They know that Orange-

burg's light weight, 8-foot lengths are a natural for sure profits.

25% are to farmers. Orangeburg is duck soup for them . . . easy to install — saves time, trouble and money, too.

Orangeburg is The Pioneer and Leader. It is the original high quality bituminous pipe. It is the standard brand that people want. Nail the substitute racket. Be sure to get genuine Orangeburg. Look for the trade mark on the pipe.



Easy, quick-installing 8-Foot Lengths saves money.  
The long-term dependable service saves trouble.

THE MANY USES. Orangeburg Root-Proof Pipe is for sewer lines from house to street main or septic tank; for conductor lines from down spouts; storm drains; all non-pressure outside uses.



UNDERGROUND  
41 YEARS

**ORANGEBURG PERFORATED PIPE** is for septic tank disposal fields; foundation footing drains; draining wet spots in lawns and fields—parking lots, drive-in theaters, athletic fields.



Use Orangeburg Fittings with Orangeburg Pipe. They simplify installations and cut costs.

Order from  
your wholesaler.  
Send to  
Dept. SB74  
for more facts.



ORANGEBURG MANUFACTURING CO., INC. • Orangeburg, New York  
West Coast Plant: Newark, Calif.

in Grand Prairie, Tex., died May 25. He leaves a wife and three sons.

**MURRAY B. MCLEOD**, 58, executive secretary of the Arkansas Wood Products Assn., died May 27 in a Little Rock hospital. His career included service with the Southern Lumber and Supply Co. at Warren, Arkansas Lumber Co. at Camden and Little Rock, state comptroller, and executive secretary to Governor Adkins. He had been a director of the Southern Wholesale Lumber Assn.; president of the Arkansas River Bank Stabilization Assn., the Arkansas Assn. of Retail Lumber Dealers, the Camden Rotary Club, and the Ouachita County Wildlife Assn.; and commander of the Arkansas Department of the American Legion. His wife survives him.

**CLAUDE RUSSELL WIGINTON**, 48, died of a heart attack recently in Alice, Tex. He was manager of Zarsky's Lumber Co. in Agua Dulce, having been in the lumber business for 30 years. He leaves a wife and son.

**ROBERT C. (BOB) MALONE**, Meridian, Miss., lumberman, is dead. He started his career working for 50 cents a day with the M. R. Grant Lumber Co. He rose to manager and later bought the firm. His program of installing machinery concluded with the Acme Building and Supply Co.,

becoming the largest plant of its kind in the South. Later he won national fame as a cattle breeder. He is survived by a wife, daughter, and two sons.

**BENJAMIN E. COBB JR.**, 63, lumber dealer in Blackstone, Va., died June 8 at his home. He was an Episcopal vestryman and charter member of the Blackstone Rotary Club. His wife, three brothers, and two sisters survive.

**C. DUDLEY ARMSTRONG**, 65, director and former vice-president and secretary of the Armstrong Cork Co., died on June 8 at his daughter's home in Haverford, Pa., after a long illness. He leaves his widow, three sons, and two daughters. He was a leader in the Episcopal Church, Lancaster County Day School, and Boys Club in Lancaster, Pa.

### National Motel Show

The operation of motels, a business that mushroomed after World War II, has grown to the point that operators are planning the first National Motel Show in Chicago, November 1-3.

Robert Sidman, former executive secretary of the Pennsylvania Motel Assn., has been named general chairman.

### Top State in Wallboard

According to the Johns-Manville Corp., which opened a plant at Natchez in 1948, Mississippi is the world's largest center of wallboard production.

More land is devoted to forestry in Mississippi than the total areas of New Hampshire, Vermont, and Massachusetts.

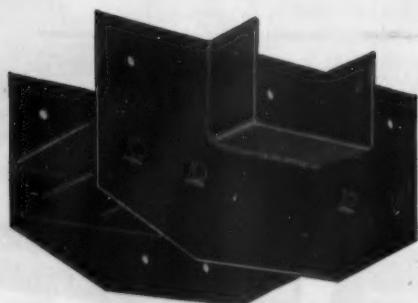
Because of the long growing season and ample moisture, it is practical to grow 200 board feet of timber an acre a year in Mississippi. Last year's production reached a high of 2,771,287,000 board feet. Pulpwood production also reached a new record of 775,000,000 board feet.

### Improved Vermiculite

The American Vermiculite Co., Inc., Roan Mountain, Tenn., has appointed Thomas D. Woods as general production superintendent for its plants at Altapass, N. C., and Laurens, S. C.

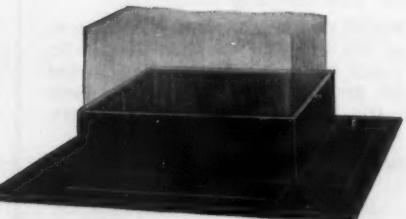
The company soon will offer to the trade its products made from vermiculite ore that is cleaned by a new process. These improved products include plaster aggregate, stabilized concrete aggregate, insulation fill and plaster finish aggregate.

## ORDER FROM STOCK! Low Cost TIMBER FITTINGS for Industrial and Commercial Buildings



**IDEAL STEEL POST CAPS**  
made of heavy, open-hearth steel plate and finished complete, ready to frame any arrangement of timbers coming into a post. Accurately sized in an efficient design that forms a complete cap around the post. Stronger, more convenient than other types of post caps.  
APPROVED BY UNDERWRITERS' LABORATORIES.

**JOIST HANGERS** — Fit closely on all sides! Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.



**POST BASES** — Made of steel plates and angles, welded to make a tight fit on all standard timber sizes. Greater load bearing capacity than other types of bases.

**The Ideal Hanger Co.**

WRITE NOW for Catalog — L

1290 East 53rd St.

Cleveland 14, Ohio

## Building Institute Expands Research Efforts

Establishment of an all-industry program of scientific and technical research activity by the Building Research Institute was announced at its third annual meeting recently in Hershey, Pa., which was attended by 150 persons. They represented 109 firms and organizations connected with the construction and building business.

This new policy for the institute, which heretofore had been subsidiary to the Building Research Advisory Board of the National Academy of Sciences-National Research Council, establishes the institute as the only technical society of its kind to serve the building industry.

Panel discussions of marketing, air conditioning, architecture, acoustics, cost and performance analyses, and homebuilders' research—plus a tour of the nearby Armstrong Cork Co. and its research laboratory—highlighted the three-day meeting.

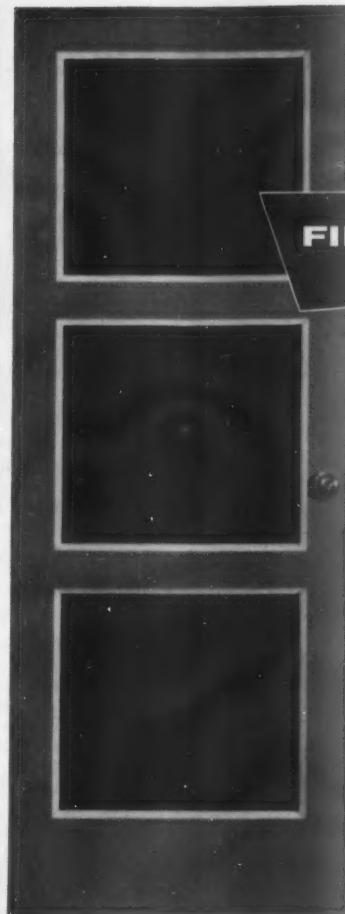
## Greater Demand in '54 for Cedar Closets

Building trends for 1954 indicate a greater interest in cedar lining for closets. Its best selling point is its moth-repellency. The fragrant fumes of the cedarwood oil paralyze moth larvae and literally starve them to death before they can damage stored clothing and woolens.



"Creating greater demand for aromatic red-cedar closet lining is primarily a matter of focusing customer attention on the product and acquainting prospects with its appealing qualities and characteristics," a statement from the Aromatic Red Cedar Closet Lining Manufacturers points out.

Another appealing advantage of this product is that it can easily be installed in existing closets by homeowners.



**built-to-last**

## FIR PANEL DOORS

**won't come apart**

**...won't warp**

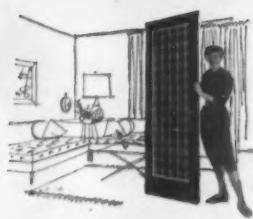
**...stay straight**

**DEPENDABILITY** . . . a word that means profit to fir door dealers. Sell them, then forget them—secure in the knowledge that there'll be no replacements, no repetition of war-grade door complaints. Fir panel doors build and hold customers. Cost? With all their plus features, fir panel doors sell for less than most doors on today's market—two to three dollars less! Sell fir panel doors for new homes, for remodeling, even for redecorating.



Charlie Rogers is typical of the proud craftsmen that maintain the traditional quality in every fir panel door. Each door is meticulously put together. Each is made with carefully selected straight grain Douglas fir. Each carries the FDI hallmark to assure exacting U.S. Commercial Standard requirements.

## restyled FIR PANEL DOORS add buy-appeal



More color, more texture are modern, decorative themes. Restyled fir "picture-panel" doors provide both. Wider, flat bevel molding frames panels for exciting decorative treatments . . . makes the door a dramatic room feature. Fir panel doors have eye-interest, buy-interest, bring new life to door sales. Stock now, in time for the spring building season.

CALL YOUR REGULAR SUPPLIER OR WRITE FIR DOOR INSTITUTE, TACOMA, WASHINGTON

# helpful literature

**SCREW CATALOG.** The Southern Screw Co., Dept. SBS, Statesville, N. C., has issued a new catalog that shows drive screws, hanger bolts, knob screws, and dowel screws, in addition to its standard line of wood screws ranging in size from 3/16" No. 0 to 6" No. 30. These wood screws are standard in slotted and Phillips, flat, round, and oval heads.

**SLIDING WINDOWS.** A new consumer folder lists advantages of Peterson horizontal sliding aluminum windows. In various sizes, they are pictured in a living room, bedroom, kitchen, and bath. Peterson Window Corp., Dept. SBS, 1377 East Eight Mile Road, Ferndale 20, Mich.

**PLYWOOD CATALOG.** The 1954 Douglas Fir Plywood Assn. catalog gives basic information about fir plywood for both specifiers and users. It covers types, grades, and physical properties of plywood, as well as FHA requirements. Single copies free from Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

**IRON WORK.** An illustrated catalog shows 245 photographs of cast-iron lacework from old New Orleans

Vieux Carre designs, plus new designs. It covers pilasters, balustrades, friezes. Weights and sizes are given. Lorio Iron Works, Dept. SBS, 738 South Gayoso Street, New Orleans 19, La.

**WALL MOTIFS.** A new booklet tells how to roll painted designs on walls with a paint roller. Photographs show step-by-step ways to obtain various designs, plus helpful shortcuts. Motifs, Inc., Dept. SBS, Box 551, Fond du Lac, Wis.

**HOIST CLASSIFICATIONS.** The Hydraulic Hoist and Steel Dump Body Manufacturers Assn., Dept. SBS, 1740 K Street N. W., Washington 6, D. C., has published a hoist classification chart. It standardizes capacity ratings and offers a method for comparing hoists made by various association members.

**ALUMINUM WINDOWS.** The new catalog shows small sketches of Bayley aluminum projected windows, identified by model number and sizes. It suggests combinations of the various units for the most useful effects. Installation details for brick, tile, concrete, and steel are shown.

The William Bayley Co., Dept. SBS, 1200 Warder Street, Springfield 99, Ohio.

**HAND TOOL LINE.** Stanley's new medium-priced line of Handyman hand tools is pictured in a new catalog, printed in two colors to show the red and gray design of the matched tools. A dealer display unit is shown on the front cover. Stanley Tools, Dept. SBS, New Britain, Conn.

**VERMICULITE LOOSE-FILL** insulation is the subject of a new architects' brochure that describes properties and installation methods of this material. It also gives potential savings in fuel and summer air-conditioning costs. Write the Vermiculite Institute, Dept. SBS, 208 South La Salle Street, Chicago 4, Ill.

**STEEL STRAPPING.** The steel strapping division of the Stanley Works, Dept. SBS, New Britain, Conn., has published its 1954 catalog, "Stanley Steel Strapping System." It pictures uses of the two models—one designed for strapping bundles of lumber, cartons, boxes, and similar items, and the other for strapping wire coils and strip-steel coils.

**SLIDING DOOR HARDWARE.** Catalog No. 17 presents the Sterling "600" series of sliding door hardware. It shows the aluminum track with built-in trim, adjustable hangers with nylon rollers, door guides, door



**PENN-DIXIE CEMENT**

## CONCRETE RUNWAYS AID DEPENDABLE PERFORMANCE

A large propeller-driven airplane is shown in flight, with a woman standing on a concrete runway in the foreground, looking up at it. The background shows a clear sky.

**PENN-DIXIE CEMENT**  
*Corporation*

**Offices:**  
New York, N. Y.  
Boston, Mass.  
Nazareth & Philadelphia, Pa.  
Atlanta, Georgia.  
Des Moines, Iowa  
Chattanooga, Tenn.  
Pittsburgh, Pa.

**Plants:**  
Bath & Nazareth, Pa.  
Penn Allen, Pa.  
Richard City & Kingsport, Tenn.  
Clinchfield, Georgia  
West Des Moines, Iowa  
West Winfield, Pa.

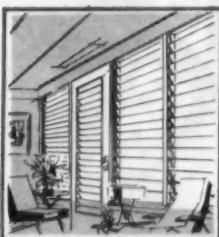
**Ualco®**  
U-AL-CO

**NEW!  
BETTER-THAN-EVER**

# JALOUSIE



PORCH



BREEZEWAY

**this new Jalousie means  
MORE PROFITS  
for you and your customers!**

*What's that? Profit for the customer?*

That's a fact! Customers profit by these Ualco Jalousie features: Added living area! New glamour for rooms! Koroseal weatherstripping for tighter-than-ever all-climate protection! Glass louvers afford unobscured view; open to any position for desired ventilation! Heavy extruded aluminum frames last the life of the building—can't rust, rot, warp—never need painting!

**AND WHAT ABOUT YOU?** You profit because this Ualco Jalousie is a cinch to sell! Ualco's customer-profit-features create demand and mean more sales and more profits for you! For home, commercial and industrial buildings — it's the Ualco Jalousie, the window which means *profits for all!*

**NOW!**  
Available in  
**KD Units**

as well as assembled units. KD Units save space, are easily assembled.

SEE OUR CATALOG IN SWEET'S OR WRITE DIRECT FOR COMPLETE INFORMATION

SOUTHERN SASH SALES & SUPPLY CO., INC. -- SHEFFIELD, ALABAMA

THE COMPLETE LINE



RANCH WALL



AWNING



CASEMENT



JALOUSIE



DOUBLE HUNG



HOPPER



TWINDOL



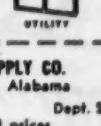
PIVOTED



PROJECTED



BASEMENT



UTILITY

SOUTHERN SASH SALES & SUPPLY CO.

818 Twentieth Street, Sheffield, Alabama

Gentlemen: Dept. 585

Please rush technical data and prices.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

cushions, pulls, locks, and other accessories. Sterling Hardware Manufacturing Co., Dept. SBS, 2345 West Nelson St., Chicago 18, Ill.

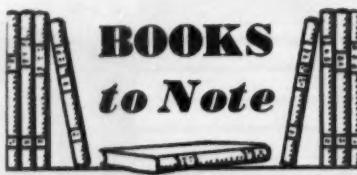
**DUCTLESS FORCED-AIR HEAT.** A new folder explains the Royal Jet ductless forced-air heating system. Layouts for various systems are sketched and information is included on installation. Royal Jet, Inc., Dept. SBS, 1024 Westminster Ave., Alhambra, Calif.

**PERIMETER INSULATION.** Methods of applying fiber-glass insulations to perimeters for concrete floor slabs and crawl spaces is the subject of a revised AIA file catalog, BL6.A4. It tells the advantages of using fiber-glass and recommends types for various applications. Owens-Corning Fiberglas Corp., Dept. SBS, Toledo 1, Ohio.

**GLASS LOUVERS.** A new folder and a catalog are offered on Clearview glass louver windows and doors. The folder lists advantages and pictures several installations and sketches details. The catalog gives specifications of various Clearview models. It tells how to set up merchandising plans for these products with aids from the manufacturer. Clearview Louver Window Corp., Dept. SBS, 3318 S. W. Second Avenue, Fort Lauderdale, Fla.

**SAFETY TREADS.** Wooster safety treads and thresholds are pictured and described in a new catalog. Full-size cross-sections are illustrated. The catalog also covers such accessories as plates, curb bars, window and elevator sills. Wooster Products, Inc., Dept. SBS, Wooster, Ohio.

**GLASS BLOCKS.** A new catalog shows the many designs and uses of Pittsburgh Corning glass block in industrial, commercial, and public buildings. It serves as a reference manual for architects and contractors. Pittsburgh Corning Corp., Dept. SBS, 1 Gateway Center, Pittsburgh 22, Pa.



#### Newspaper Advertising

For 50 cents, dealers can obtain a copy of "Newspaper Advertising for the Small Retailer." This 60-page University of Illinois bulletin is full of practical suggestions for making retail advertising in newspapers

more effective. Written by Isabelle M. Zimmerly, it may be ordered from the University of Illinois, Bureau of Business Management, Urbana, Ill.

The author sets forth the six firm footings for a successful advertising program: sensible advertising budget; wise choice and use of media; consistent advertising program; emphasis on fast-moving merchandise and services; simplicity in copy and layout, and coordinated sales effort.

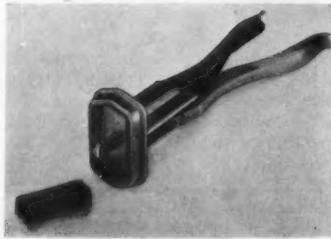
Devoted to 101 questions and answers on advertising by small retailers, another section elaborates on these six points. Examples of good advertisements, suggested resources on advertising and selling, and a simple advertising testing program are covered.

Regarding advertising continuity, the author asserts that "it is not how much space you fill in a day or week, but the fact that you keep punching that is important."

Helpful answers are given to such retailer questions as these: How can I smooth out my sales curve? How can I use cooperative advertising? What is the use of national-local cooperative advertising? What is store personality? What is advertising personality? What do trade associations have to help me decide on my budget? How can I benefit from national advertising and use it in my advertising?

An advertisement for Metal Trims, Inc. The top half features a large, stylized owl perched on a branch, holding a pencil and pointing towards the text. Below the owl, the text reads "with 'Premier' Threshold Plates IN ALUMINUM AND BRASS". To the left of the owl, there is a stack of threshold plates. The text "WISE DEALERS CASH IN" is written in a large, bold, sans-serif font. At the bottom left, there is a "FREE! ATTRACTIVE SALES MERCHANDISER" offer. The bottom right corner contains the company name "METAL TRIMS, INC." and its address: "P. O. Box 1072 - YOUNGSTOWN 1, OHIO" and "P. O. Box 632 - JACKSON, MISS.".

# product parade...



## SWITCH-BOX HOLES

A new tool designed to cut switch-box holes neatly and quickly in drywall construction is announced by Hartmeister, Dept. SBS, 2020 West Barberry Place, Denver, Colo.

Called the Quickutter, the tool cuts openings in  $\frac{1}{8}$ ",  $\frac{1}{4}$ ", or  $\frac{3}{8}$ " drywall that fit single, double, or multiple switch boxes. It does not damage the paper facing on either side.

The male cutter is snapped into the switch box before the sheet is nailed in place. Next, a hole is cut at the approximate center of the switch box. Then the male and female cutters are locked together through the hole and the cutter handles are squeezed together to cut the hole.

**Write for P215. Use coupon below.**

## SHINGLE REPELS WATER

An asbestos siding shingle that repels water and water-borne dirt is offered by Keasbey and Mattison Co., Dept. SBS, Ambler, Pa.

The new Century Nu-Grain asbestos-cement shingles are treated with silicone, which tests have proved to be highly resistant to sunlight, industrial fumes, ice and snow, and below-freezing temperatures. Water-borne dirt, causing streaks under window sills, does not readily gain a foothold to mar the shingles.

**Write for P216. Use coupon below.**

## CUSTOM-BUILT AWNINGS

Now ready for fast shipment is the new Acosta line of all-aluminum, custom-built, pre-coated sectional awnings. Exclusive dealer franchises are available from the Acosta Awning Corp., Dept. SBS, 823 Maria Street, Kenner, La.

All Acosta awning units have built-in air vents and come in a choice of 12 decorator colors. They feature the Acosta clip, which was developed by Acosta to lock the panels and covers securely together onto the framework. This allows the awnings to withstand vibrations from high

winds and minimizes the use of unsightly screws.

Acosta awning units for house use include the standard awning, single window, double-pitch doorway, lean-to-canopy, and a large new unit adaptable for use as a carport, breezeway, or beach house. The standard awning comes in a variety of sizes, drops, and projections for easy, low-cost installation on commercial and industrial buildings.

Acosta awning units are approved by FHA for new construction and improvement loans.

**Write for P217. Use coupon below.**

## BOAT PLYWOOD

For the first time since World War II, Super-Hardbord boat-hull-grade fir plywood with solid inner ply construction and select panel faces is widely available to amateur boat builders. It is offered by the Harbor Plywood Corp., Dept. SBS, Aberdeen, Wash., which previously channeled its product to commercial boat builders.

Super-Hardbord is made from prime old-growth Douglas fir heartwood. The 100-per-cent phenolic resin

### SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Ga.

July, 1954

Gentlemen:

Please send more details of the new products indicated.

(Print Plainly)

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

Circle numbers below and return filled-in coupon. Literature and prices, or catalog, will be mailed promptly to you.

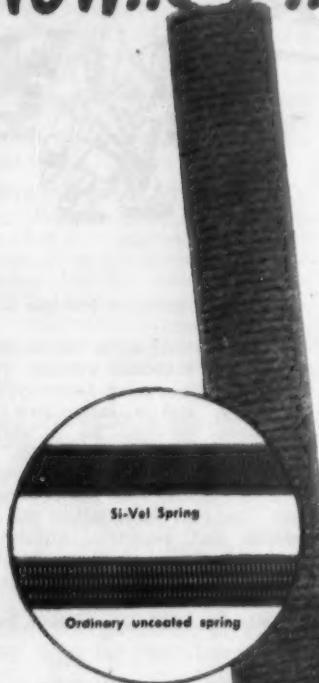
P215	P216	P217	P218
P219	P220	P221	P222
P223	P224	P225	P226
P227	P228	P229	P230
P231	P232	P233	P234

**NOW... O ... Dura-seal**  
has

**SI-VEL**

(PATENT APPLIED FOR)

**SPRINGS**



Here's a new exclusive feature for Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance! Counterbalancing springs are Si-Vel processed and coated to eliminate all noises. A velvet-like finish, actually baked on the galvanized steel springs, assures absolutely silent opening and closing of wood windows. It's the most important window equipment development since the one-piece jamb member... another Zegers "first"! Get complete information on this remarkable innovation now! Builders, see your Lumber Dealer; Lumber Dealers, see your Sash and Door Jobber or Millwork Manufacturer.

**ZEGERS**

*Dura-seal*  
COMBINATION  
METAL WEATHERSTRIP  
SASH BALANCE

Dura-seal provides both complete weather protection and "finger-tip" window operation. The jamb member is made in one piece and its concave back surface is flexible, maintaining a constant air seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions.

**ZEGERS INCORPORATED**

Dura-seal provides visual and operating features that help sell homes faster! For complete information see our folder in Sweet's File.

8098 South Chicago Ave.

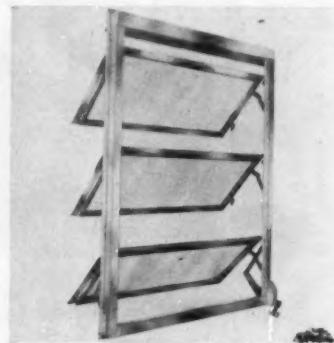
Chicago 17, Illinois

waterproof glue used in the panel is said to outlast the life of the wood. The panel exceeds in quality the specifications for the Navy's boat-hull-grade rotary-cut fir plywood.

Write for P218. Use coupon page 63.

#### **TORQUE-BAR WINDOW**

The Ludman Corp., Dept. SBS, North Miami, Fla., has introduced a new Auto-Lok aluminum awning window with torque-bar operation.



Retaining the fundamental operating principles of the Auto-Lok standard window, the new model features a torque bar that merely brings in the bottom night vent without exerting pressure on hinge points of other vents. The torque bar is concealed at the sill.

The "Power Lite" operator has nearly four-tooth engagement of strip-proof worm thread gear and oil-impregnated powdered metal gear cast into the operator arm.

The new window is made in the same types and sizes as Auto-Lok standard windows.

Write for P219. Use coupon page 63.

#### **CORRUGATED SHEET**

The Granco Steel Products Co., Dept. SBS, P. O. Box 221, Granite City, Ill., has extended distribution of Cofar corrugated sheet to the east and west coasts.

Cofar is a corrugated sheet with wires welded across the corrugations. Designed to expedite construction and reduce cost of concrete floors, the sheet serves as both a form for concrete and as reinforcement.

Write for P220. Use coupon page 63.

#### **AIR-CONDITIONING**

A new year-round air-conditioning package, called Clima-Twins, has been introduced by the Peerless Furnace and Foundry, Inc., Dept. SBS, Indianapolis, Ind.

The twin units, which can be installed separately, are pre-wired and pre-assembled. Twin shutters on

each unit are actuated by air from the blowers, giving automatic change-over without additional damper motors or controls.

The system can be installed for oil and changed over to gas-fired if desired.

Two models are available, with two-ton and three-ton capacity.

Write for P221. Use coupon page 63.

### EXTRA-WIDE SCREENING

The New York Wire Cloth Co., Dept. SBS, 63 Park Street, New Canaan, Conn., now makes its Aldura aluminum screening in extra-wide widths, so dealers can offer consumers wider porch screens that require no vertical or horizontal uprights every three or four feet.

Aldura is now made in widths of 52", 54", 60", and 72" and comes in rolls of 50 or 100 feet. The aluminum screening never rusts, stains, or needs refinishing.

Durall tension screens also are now offered in extra-wide widths.

Write for P222. Use coupon page 63.

### CLEAR WOOD-SAVER

Coppo Clear is the name of a new zinc napthenate wood preservative made by the Coppo Co., Dept. SBS, P. O. Box 3565, Memphis, Tenn. It was formulated to protect the natural finishes of wood and enhance the decorative qualities of the wood grain.

This non-toxic, water-repellent preservative is said to control the swelling, shrinking, grain-raising, warping, and checking of wood paneling, doors, and windows. It arrests the action of rot, mildew, and termites.

Coppo Clear is available in gallon containers from jobbers whose names will be sent by the manufacturer. It complies with Commercial Standard CS165-50 and is approved by the federal and state governments.

Write for P223. Use coupon page 63.

### IMPROVED HAND TRUCK

The Nutting hand truck now features new improvements in the glides, providing easier, safer, and better balanced traversal up and down curbs or stairs. It is made by the Nutting Truck and Caster Co., Dept. SBS, 1125 West Division Street, Faribault, Minn.

Rather than the intermittent raising and lowering of the load as with conventional glides, these new glides permit a smooth slide in a position about parallel to the slope. The truck handles cases, cartons, kegs, bags, crates, drums, and barrels.

Write for P224. Use coupon page 63.

### LAWN SPRINKLER

The Hi-Spra is a new durable plastic lawn sprinkler that eliminates problems of rust, corrosion, and freezing. It is made by the Hi-Spra Sprinkler Corp., Dept. SBS, 1457 South Concord Street, Los Angeles 23, Calif.

The plastic sprinkler features brass shut-off valves, plastic fittings, chrome-plated "pop-up" heads. It is easily placed underground for permanent sprinkling. Sprinkler heads are adaptable to full, half, or quarter circle coverage.

Write for P225. Use coupon page 63.

### ALUMINUM AWNINGS

Cool Ray aluminum awnings, made by the Cool Ray division of Rosenblum Brothers Co., Dept. SBS, 226 S. Phelps Street, Youngstown 3, Ohio, are packaged with instructions to appeal to the Do-It-Yourself market. A screwdriver and ruler are the only installation tools necessary.

The "Kent" model is 40" wide by 36" deep. It offers ample protection from sun and heat for most windows and doors yet allows ventilation at the same time. The "Victorian" model features the same construction

## "...MARLITE PLANK is the answer to our problem of paneled walls."

Andy and Bob Anderson  
Anderson Brothers Construction Co.  
Tulsa, Oklahoma



This beautiful Anderson home features Clubrooms paneled in Golden Mahogany Marlite Plank.

Andy and Bob Anderson know how to build "sell" into their modern Tulsa, Oklahoma, homes. And they found the perfect solution to dry wall construction which combines beauty and durability with ease of installation and cleaning. Bob Anderson states:

*"It is indeed a great feeling of accomplishment to be the first Builders in Tulsa to use Marlite Plank. Since we design our own homes, we recognize Marlite Plank as the answer to our problem of paneled walls."*

There's a big market for Marlite Plank and Block in your community. For more sales, contact your local builders, contractors, and architects. Tell them about Marlite's many customer-pleasing features! Marlite Products, Inc., Dept. 797, Dover, Ohio. Subsidiary of Masonite Corporation.



Marlite is made with  
genuine Masonite®  
Tempered Dualux®



**Marlite®**  
PREFINISHED  
WALL and CEILING PANELING

MARLITE PLANK AND BLOCK PATENT APPLIED FOR

but is designed for larger doors and windows. It measures 48" wide by 43" deep.

Units wider at the bottom than at the top are made for creating circular or fan-shaped awning effects over bay windows or for door canopies. They are offered in 12 colors and in black and white.

Dealerships are open in many localities. Promotional literature is available to dealers.

Write for P226. Use coupon page 63.

### GARAGE DOOR DESIGNS

More than 100 different steel garage door designs are possible with the Taylor Made style sets, made by



Taylor Made Garage Doors, Dept. SBS, 12430 Evergreen, Detroit 28, Mich.

The Taylor Made style sets consist of two or four galvanized steel panels easily attached to a Taylor Made door. They come in three styles — triangular panels, fan-shaped panels, or vertical panels. Garage owners style their own doors.

Write for P227. Use coupon page 63.

### PORTABLE BARBECUE

The Barbecart is a new portable cooker with a convenient 28" cooking level. Made by the Donley Brothers Co., Dept. SBS, 13970 Miles Avenue, Cleveland 5, Ohio, it is easily rolled about on rubber wheels.



It has a 12"x20" fire pan in the form of a removable drawer for easier fire tending. An adjustable divider reduces the size of the fire as desired, saving fuel. Removable wing-shelves are provided so that utensils can be easily reached.

The Barbecart can be disassembled for compact winter storage.

Write for P228. Use coupon page 63.

### KEEP BASEMENTS DRY

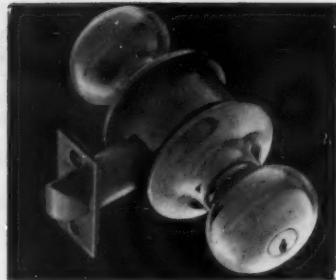
Three new products have been introduced by the United States Gypsum Co., Dept. SBS, 300 West Adams St., Chicago 6, Ill., for the purpose of stopping dampness and moisture in basements.

The products are "Dura-Stop," a hydraulic compound for filling holes and cracks through which water is flowing under pressure; "Dura-Dri," a heavy-bodied protective coating that controls water penetration; and "Cementico," a decorative, water-resistant, hydraulic cement paint.

Dura-Stop and Dura-Dri are mixed for use according to the manufacturer's instructions by adding clean water.

Cementico paint also is mixed with clean water for use and can be brushed or sprayed on the wall. It is made in seven colors.

Write for P229. Use coupon page 63.



ponents in each lock shorten installation time. "Push button" and "turn button" features have been combined in one lock to provide automatic, two-way locking.

Other features are simplified cylinder reversing for left- or right-hand doors, adjustable strike plate, self-adjusting knobs, feather touch knob action.

Write for P232. Use coupon page 63.

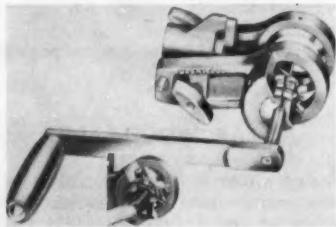
### WOODWORKING SHOP SET

Albertson and Co., Dept. SBS, Sioux City, Iowa, offer a complete package of portable electric tools and stationary power for the home workshop owner. This complete shop retails for about \$193.20.

The set includes a Sioux 6 1/4" portable electric hand saw, which becomes a tilting arbor bench saw with mitre gauge, rip guide, and slitter when set in its table.

The 1/4" electric drill can be combined with the steel table and drum sander kit to become a drum sander. The orbital action flat sander completes the set.

Write for P230. Use coupon page 63.



### JIG AND BORING TOOL

A new Speedril combination jig and boring tool is offered by the Lockwood Hardware Manufacturing Co., Dept. SBS, Fitchburg, Mass. It is said to enable even inexperienced workmen to make clean-cut holes for lockset installations in perfect alignment every time.

The Speedril is clamped to the door so that the flanges of the edge-hole jig rest flat against the edge of the door. This automatically establishes the correct center for the stile hole. The bit is held firmly and guided by the feeder bushing.

Write for P233. Use coupon page 63.

### FLEXIBLE WALL BASE

Kencove flexible wall base, made by Kentile, Inc., Dept. SBS, 58 Second Ave., Brooklyn, N. Y., is designed for use with all types of floors.

This new wall base is the set-on type. Made in 48" lengths, it is 4" high, with a toe width of 1/8". The top is molded towards the wall in such a way that it produces a perfect seal. The back is corrugated to insure an easy and permanent bond.

Kencove is resistant to soiling. It is break-proof and can be kicked or banged without bad effects.

Write for P231. Use coupon page 63.

### QUALITY LOCKSETS

The new Quikset "600" series of quality locksets is a cylindrical lock stamped from heavy-gauge steel and brass. It is offered in satin and polished brass, chrome, and bronze by Kwikset Locks, Inc., Dept. SBS, Anaheim, Calif.

The five precision-matched com-

### ALUMINUM SCREEN HOUSE

A 60-square-foot "house" of aluminum screen with canvas roof, called "Summerhouse," provides mosquito-free enjoyment of yards in summer. Easily assembled or collapsed, it can be used for outdoor eating, child's playhouse, or similar activity. It is made by Aluminum Enterprises, Inc., Dept. SBS, P. O. Box 5004, Detroit 36, Mich.

The entire Summerhouse unit weighs only 120 pounds. With room for two sleeping cots, it is popular with sportsmen for use on camping trips.

Write for P234. Use coupon page 63.

## Formica Reorganizes Sales Set-Up in South

The Formica Co., makers of laminated plastics, recently expanded and reorganized sales and service offices throughout the South.

Now serving 18 distributors in the South, who serve more than 175 retail dealers, are the offices in Charlotte, serving the Carolinas, with J. H. White as manager; Nashville, serving Tennessee, Arkansas, and upper Mississippi, headed by James Curran; Atlanta, serving Alabama and Georgia, J. A. Vaughn; New Orleans, serving Louisiana and lower Mississippi, A. R. Hill; Jacksonville, north Florida and small part of south Georgia, Bob Cottle; St. Petersburg, central Florida, Jack Goddard; and Miami, south Florida, George K. Haas.

A primary purpose of each local office is to work with dealers in the territory to educate the public in application of Formica panels through Do-It-Yourself demonstrations, explained Stanley P. Cartier. He is manager of the nine-state Southern division from Charlotte headquarters.

## New U. S. Gypsum V-P's

The United States Gypsum Co. recently created three new vice-presidencies.

H. N. Huntzicker has been made vice-president in charge of research. Joining USG in 1935, he rose to director of research in 1947. He is a graduate of the University of Wisconsin and holds a Ph.D. degree.

C. W. Desgrey, former general manager of operations, was promoted to vice-president in charge of manufacturing. He has been with USG since his graduation from Colorado School of Mines in 1926.

R. C. Berrey, former general traffic manager, was elevated to vice-president in charge of traffic. He joined USG's traffic department in 1937.

## To Represent McKinney

Edward G. Kornegay has been made sales representative in the Carolinas, eastern Tennessee, and all of Georgia except metropolitan Atlanta, for the McKinney Manufacturing Co. line of builders hardware.

His headquarters will be at 2814 Virginia Avenue, Charlotte, N. C. He has been in the hardware business in the Memphis, Tenn., area for 15 years, most of the time with the Best Hardware Co. He is a member of the American Society of Architectural Hardware Consultants.

The McKinney firm has changed the sales territory of Harold Toop, who has represented the company in the Southeastern states for the last

two years. He moved from York, S. C., to a more central location for his Alabama, Mississippi, and west Tennessee territory.

## Distribute Fiberglas

To make Fiberglas roof insulation more accessible to architects, builders, and roofing contractors, two large building materials firms have started distributing the product in 37 states east of the Rocky Mountains.

The two new distributors are the Certain-teed Products Corp., and the Flintkote Co.

## Rents Fork-Lift Trucks

The Clark Equipment Co., manufacturer of materials-handling equipment, has formed a new subsidiary, the Clark Leasing Corp.

The move followed a six-month test program, during which Clark offered a low-cost equipment leasing plan to businesses under a bank-financed agreement. More than \$2,000,000 worth of trucks were leased.

Under the plan, customers pay monthly rent and are responsible for maintenance, insurance, and any other operating costs. The lessee may buy the equipment after rental.

**Another good reason why it pays to be a Dickey Dealer**



**YOU GIVE YOUR CUSTOMERS**

## **MORE FOR THEIR MONEY**

When you sell the complete line of Dickey Products . . . sewer pipe, flue lining, wall coping, drain tile, meter boxes, flashing blocks and septic tanks . . . you can supply the needs of all customers. This means greater customer satisfaction and increased profits for you. Just another reason why it pays to be a Dickey Dealer.

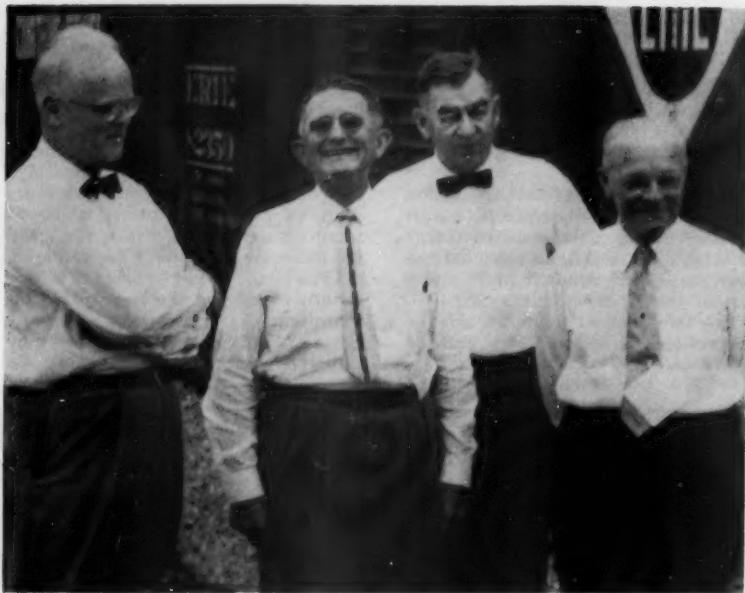
*If it's made of clay, it's good . . . if it's made by Dickey it's better*

**W. S. Dickey**  
CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,  
Kansas City, Mo., Meridian, Miss.,  
San Antonio, Tex., Texarkana, Tex.-Ark.

**Dickey Sanitary**  
**Salt-Glazed Clay Pipe**

**ALWAYS IN DEMAND**



### HAPPY OVER BIRD'S CHARLESTON PLANT

The four happiest men at the annual meeting of the Charleston Development Board in that South Carolina port city on May 19 were the quartet shown above. The meeting, reception, and barbecue supper were held at the Stark Industrial Area plant of Bird and Son, Inc., which was going up fast to turn out Bird asphalt roofing and other building materials. Left to right, the men are A. H. Anderson, Bird president from East Walpole, Mass.; J. H. Van Hoy, Bird's Southern division official who will be general manager of the \$2,250,000 roofing plant; Arthur M. Field, engineer of the Charleston Board, and David Fleming, chief engineer for Bird and Son. The main building of the new plant contains 113,000 square feet, and is 989 feet long.

## manufacturers' NEWS

MILWAUKEE, WIS.: Because of a gradual change in its products and business, the 43-year-old **Milwaukee Flush Valve Co.** has changed its name to Milwaukee Faucets, Inc. It continues to make the Adjusto shower and tub units.

DALLAS, TEX.: Ralph L. Leadbetter has been elected president of the **Burgess-Manning Co.**, pioneer manufacturers of industrial noise-abating equipment. He succeeded Willis L. Manning, who headed the firm from its beginning in 1944, and who continues as treasurer and director.

MILWAUKEE, WIS.: Arnold W. Brumm has been named general manager of the new Dezyn roller division of the **E Z Paint Co.** He was promoted from purchasing agent.

AKRON, OHIO: The **Lustro Plastic Products Co.** has moved to larger quarters to accommodate greater sales and production of its plastic tile line. The building also has space

for research facilities and development of new plastic products.

MANSFIELD, OHIO: Verle C. Moe has been made national sales representative for **Westinghouse** plumbing distribution products. He will coordinate factory programs on water heaters, dishwashers, food waste disposers, and water coolers with regional and district offices.

WARREN, OHIO: The **American Welding and Manufacturing Co.** recently celebrated completion of a whole year without a lost-time accident in an impressive ceremony before its 800 employees. The National Safety Council verified its record of over 1,600,000 man-hours.

RICHMOND, VA.: C. Wilbur Marshall has been named vice-president and manager of the Virginia division of the **Lone Star Cement Corp.** He succeeded Dwight Morgan, who retired in May.

ATLANTA, GA.: The Magic Door division of the **Stanley Works**, New

Britain, Conn., has appointed the **Hatcher Sales Co., Inc.**, as sales agent for Georgia and the Carolinas. Frank M. Hatcher and J. T. Cobb are partners in the firm.

YANCEYVILLE, N. C.: The **T. E. Steed Lumber Co.** has been granted a charter of incorporation to deal in timber, mineral, lands, and products thereof.

EAST WALPOLE, MASS.: New director of personnel for **Bird and Son**'s 3,000 employees is John J. Murphy. He was promoted from assistant after the retirement of Ralph M. Wight.

HAMPTON, S. C.: Edward H. Seim, plant manager of the **Plywoods-Plastics Corp.**, Westinghouse Electric subsidiary, was awarded the Sloan Fellowship in the executive development program of Massachusetts Institute of Technology. He was one of 30 chosen in the nation.

BUEA VISTA, VA.: The **Fitzgerald Lumber Co.**, founded by J. T. Fitzgerald with a main office at Fairfield, has announced plans for a branch in Buena Vista. Last year the company bought nearly 11,000 acres of timberland, one of the largest single holdings in this section.

MADISONVILLE, KY.: The **Vestal Lumber and Manufacturing Co.**, Knoxville, Tenn., bought the Briney Lumber Co. in Madisonville recently. The mill has a capacity of 4,000,000 feet of hardwood lumber annually.

UKIAH, CALIF.: The **Masonite Corp.** of Ukiah became the largest tree-farm owner in the redwood region at recent ceremonies. The farm contains 68,274 acres of timber-producing lands. E. T. F. Wohlenberg, Masonite vice-president, received the certificate.

PORTLAND, ORE.: Paul Karstedt, controller of the **M and M Wood Working Co.**, has been elected treasurer of the plywood, door, and lumber concern. F. C. Rockefeller succeeded him as controller.

ORLANDO, FLA.: Herbert Barto has joined the **Globe Bolt and Screw Co.** as sales representative for the Florida territory. Formerly he was with a Pennsylvania electrical wiring device manufacturer.

JACKSONVILLE, FLA.: Harry J. Stellmann has been named general manager of the Florida division of the **Daniel Construction Co., Inc.** general contractors with headquarters in Greenville, S. C. Stellmann is a former vice-president of the Building Trades Employers Assn. of New York City.

DALLAS, TEX.: The Dallas division of the **Houston Aluminum Products Co.** has moved to a new building in the Trinity industrial district. Manager Ralph Taylor reports.

EL PASO, TEX.: The **Tempron**

Corp. of Delaware has announced plans to erect a \$5,000,000 plant here to manufacture a hardboard.

MENA, ARK.: Dale Ward has been installed as exalted ruler of the Mena Elks Lodge. He manages the **White River Lumber Co.** in Cove.

STANHOPE, N. J.: The United States Mineral Wool Co., said to be the world's oldest maker of mineral wool products, has formed a new company to market its gun-sprayed fiber insulation. This **Columbia Acoustics and Fireproofing Co.** will make a special blend of mineral wool fibers that is easily applied to ceilings and walls.

CINCINNATI, OHIO: **Perma-Wood, Inc.** has installed a plant here to treat lumber, structural timbers, and posts against decay and termites. The plant will use pentachlorophenol.

YORK, PA.: The opening of manufacturing facilities at York by the **Caterpillar Tractor Co.** will greatly improve parts service to eastern and export customers. The local branch also serves as a storage center.

ABILENE, TEX.: Joseph Courtmanche has moved here from Dallas to serve as representative of the **Johns-Manville Sales Corp.** for 23 west Texas counties.

GREENSBURG, PA.: George S. Chappars fills the newly-created post of director of advertising and public relations for the **Robertshaw-Fulton Controls Co.** Previously he was an account executive with an advertising agency.

LUBBOCK, TEX.: The **Ludman Corp.**, manufacturer of Auto-Lok aluminum windows in North Miami, Fla., has secured the contract to supply windows for a multi-million-dollar Lubbock High School.

SALEM, VA.: The **Koppers Co., Inc.**, has announced that it will build and operate a wood-preserving plant two miles west of Salem. It has purchased a 93-acre site between the main lines of two railroads.

BIRMINGHAM, ALA.: Richard H. Sawyer has resigned his position with Hays Supply Co., Memphis, Tenn., distributor for **KSM Products, Inc.** He joined the KSM organization to open a Birmingham sales engineering district for its line of welding studs, pins, and similar equipment.

ATLANTA, GA.: The **Synkoloid Co.**, water paint manufacturers, have opened a new warehouse in Atlanta and one in Fort Wayne, Ind. Wyly Doty, who has sold building materials in the Southeast for 20 years, joined the firm last December and heads the Atlanta office.

LOUISVILLE, KY.: **Valley Plywoods, Inc.**, has bought a site here for a plywood manufacturing plant. It is building a 10,000-square-foot building.

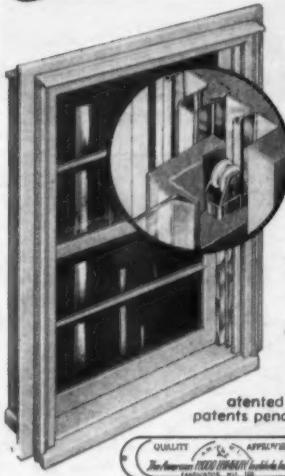
GOLDSBORO, N. C.: The **Rubberoid Co.** has appointed Macon W. Michaux as sales representative in North Carolina. He has just returned from service with the U. S. Marine Corps.

CAPE GIRARDEAU, MO.: Dean W. Butler has been named sales representative for **Insulite** building products in southeastern Missouri, southern Illinois, and western Kentucky.

COLUMBUS, OHIO: The **Westinghouse Electric Corp.** has completed a new 45-million-dollar appliance plant here. This becomes the 51st completed Westinghouse manufacturing plant, in addition to 40 parts plants. Its production capacity is 4,000 major appliances a day.

SUFFOLK, VA.: E. T. Buchanan has been appointed sales manager of the **Suffolk Lumber Co.** by Mrs. E. C. Wallace, general manager. He formerly was general superintendent of the Leslie Construction Co. in Norfolk. The lumber firm manufactures framing, flooring, ceiling, newels, balusters, stair rails, kitchen cabinets, and door and window frames.

**Huttig** **ROLL-LIFT**  
WINDOW UNIT



THE WINDOW THAT  
ROLLS  
UP AND DOWN

A New Principle  
Eliminates  
Weatherstrip Drag  
Makes Windows Easy  
to Raise  
— Plus —  
**REMOV-A-MATIC**  
SASH  
Which Can Be Easily  
Removed and Replaced

atented and  
patents pending.

QUALITY  
APPROVED  
The American Window and Door Co.  
Manufacturing Co., Inc.

By Laboratory Test Qualified To Bear  
Above Quality Approved Seal  
Conforms With Commercial Standard  
CS 190-53

**HUTTIG SASH & DOOR CO., ST. LOUIS, MO.**

Charlotte, N. C. • Dallas, Texas • Knoxville, Tenn. • Miami, Fla. •  
Columbus, Ohio • Jacksonville, Fla. • Louisville, Ky. • Roanoke, Va.  
• Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash &  
Door Co., Memphis, Tenn. • Nashville, Tenn.

## ANCO Bag Trucks Pay For Themselves

### EXCLUSIVE...

Only in an ANCO bag truck can you get the exclusive NOSE-PLATE wheels. Rolls under pallets with ease and cuts handling costs as much as one-half, and more.

FREE  
(and easy)  
plan for  
pallets  
furnished

For Bagged Goods,  
Shingles, Lath,  
Case Goods

Mail coupon for details of  
FREE TRIAL OFFER. It's a  
money-maker and a back-saver.

ANTHONY TRUCK CO.  
Paducah, Ky.

Send price and literature that shows  
how we can unload and load out cars  
and trucks in half the time with half  
the effort.

Name \_\_\_\_\_ Firm \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_



## Roofing Sales

(Continued from page 24)

you can spot a prospective job from the street as you ride along. Thus you don't knock on a lot of doors to learn whether or not the owners would be in the market.

"The plan enables me to make money," Beasley pointed out. "And at the same time, it gives the Jet lumber company a steady outlet for roofing without the burden of selling and applying it."

The McNair Lumber and Supply Company in Macon, Georgia, normally sells about 50 carloads of roofing annually. In 1953, a nearby tornado, followed a few days later by a severe hailstorm, created an abnormal demand for roofing, bringing the number of carloads of roofing for that year to 100.

But the fact that this building material firm was able to meet this demand also reveals a reason for keeping roofing sales high — the management makes sure that adequate stocks are on hand at all times.

"Roofing has been a profitable line with us for many years," W. O. McNair explains, "and from the beginning, we built the business basically on carrying a large stock of roofing. We find that when a customer wants roofing, he wants it now. He's in no mood for us to order it for him."

The McNair roofing stock is based on a constant study of roofing needs in the trade area, not only through contacts with individual home-owners and roofers but through contacts by outside salesmen in nearby communities.

"If there's any doubt about a certain type of roofing going to be in demand, we stock it and have it ready for the demand when it comes," McNair asserts. "If we guess wrong, then we still can work off the stock by watching for opportunities to place the specific merchandise."

McNair's roofing business comes from three principal sources. First, the individual home-owner and the man who is building his own home are good customers. The company gets this business mainly through advertising and personal contact.

A second source is represented

by roofing applicators, both in Macon and nearby communities. McNair or an outside salesman keeps in frequent contact with these applicators, particularly the smaller ones who can not buy directly from the manufacturer. The lumber firm frequently helps figure the cost of jobs and helps roofers arrange credit. The firm assures the roofers of fast delivery, too.

The third source of roofing business is the small retailer of building materials who can not afford to carry a large stock of anything, particularly roofing, but wants to be able to offer it to customers. McNair salesmen call on this type of prospect and assure cooperation.

When a customer asks the name of a reliable applicator, McNair gives him at least three names, with telephone numbers. This not only gives the customer a choice and wider range in case the first man called can't handle the job right away, but it gives a chance at jobs to more roofers who cooperate with the company. Roofers like it and so do the home-owners.

The McNair firm stocks heavily all materials needed for constructing built-up roofs.

# Biggest Response We've Ever Had!

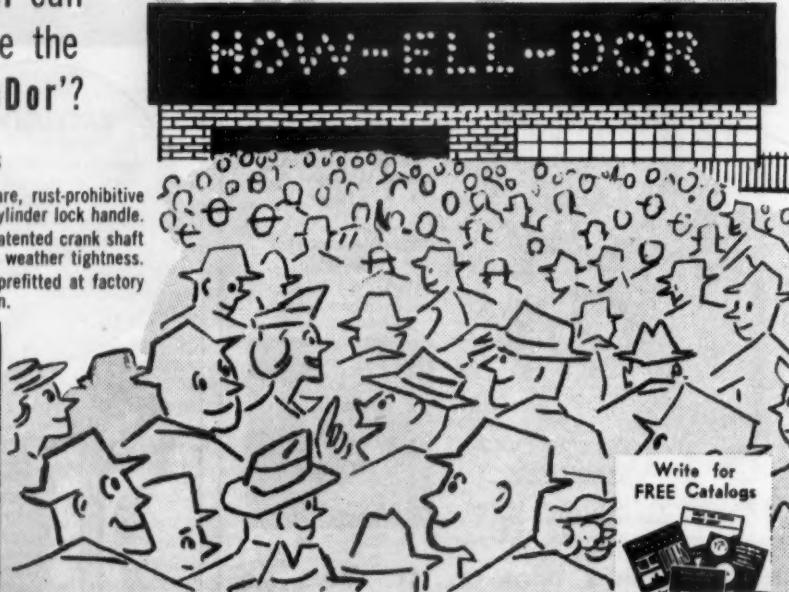
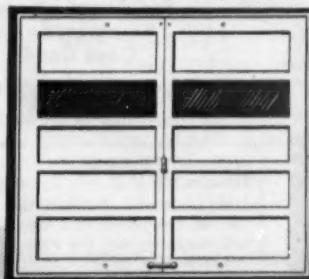
Who but How-ell-dor can offer you a value like the new patented 'MonoDor'?

### COMPARE THESE FEATURES

**Hardware**—All Mono-matic heavy duty hardware, rust-prohibitive finished, plus automatic chrome cylinder lock handle.

**Operation**—All side sway eliminated by new patented crank shaft arm, assuring perfect balance and weather tightness.

**Installation**—Only 1½" headroom required—prefitted at factory for fast and economical installation.



THE HOWELL MANUFACTURING CO. 7206 Hasbrook Ave., Philadelphia 11, Penna.

New officers of the Southern Sash and Door Jobbers Assn. are shown at right following their election in Memphis last month. From left, they are Vice-President David P. Steves, President James M. Green, and Secretary-Treasurer Thomas Birchfield. Steves is with the Steves Sash and Door Co., San Antonio. Green heads the Palmetto Sash and Door Co. in Orangeburg, S. C. Birchfield is a Memphis salesman.



## Retailer Spotlighted at Dixie Jobber Meet

Ways wholesalers can help retail lumber dealers to get a larger portion of the consumer dollar for building materials were aired at the 19th annual meeting of the Southern Sash and Door Jobbers Assn. A total of 265 jobbers, wives, and guests attended the business and social sessions at the Peabody Hotel in Memphis, Tenn., June 7-8.

Moderators of a panel discussion on better dealer merchandising and assistance by jobbers were H. R. Northup, executive vice-president of the National Retail Lumber Dealers Assn., Washington, D. C., and Barney Gallagher, retiring secretary-treasurer of the jobber group. Participating in the panel were Robert A. Jones, executive vice-president of the Middle Atlantic Lumbermen's Assn., Philadelphia; E. B. Wilson, public relations director of N.R.L.D.A., and Phil Creden, public relations director for the Edward Hines Lumber Co., Chicago.

Jones stressed the need for wholesale warehouse distribution of building materials and said the jobber forms the best liaison between producer and retailer. He said that it is greatly the jobbers' responsibility to help dealers to do a better job of advertising and selling at the consumer level.

Wilson declared that "for the first time in the history of the National Retail Lumber Dealers Assn., officials feel that we have a well-rounded merchandising program for the retail lumber dealer." He explained the merchandising, advertising, and training tools of the organization.

Creden added to this report on N.R.L.D.A. activities a preview of the N.R.L.D.A. convention and exposition to be held in New York City in October, and an explanation of the function of the Lu-Re-Co wall panel system.

Retiring as president after two years of service, W. Horace Woods, of Houston, and his wife were presented an engraved double silver chafing dish and also a cake in honor

### SOUTHERN

WEATHERSTRIP FOR MILL  
INSTALLATIONS

#### NO. 400 FLEXIBLE RUNWAY WEATHERSTRIP

#### IMPORTANT FLANGE FEATURES

- Quietly Prevent Sash from Binding
- Guard Sash From Becoming Paint Sealed
- Insure Easy Locking of Sash
- Fit Sash Snugly Against Built-in Parting Bead in the best Traditional Method of Weatherstripping Double-Hung Sash

No. 400 gives full jamb coverage and is beveled at the bottom to conform with slope of sill. The flexible base provides a continuous air-seal that adjusts itself to conform to sash contraction and expansion. An easy to install, at the mill, weatherstrip. This weatherstrip is not a balance, but may be used with all types of balances, either overhead, spiral type, or silent coil springs. When equipped with springs and covers it would appear as the right half of the above cross section.

---

#### SOUTHERN'S DISTINGUISHED PAIR

**HIGH THRESHOLD ALLOWS DOOR TO CLEAR RUG & PAD**

**SINGLE DOOR COIL**  
PACKED IN PLASTIC CARTONS

**A136 Aluminum 4" x 1-1/4"**  
**B136 Brass 4" x 3/16"**

For any of the following materials, call the plant that is centrally located to serve the Southern building needs:

Flexible Runway W/S  
Balancing Sash with W/S  
Aluminum & Brass Thresholds  
Spring Bronze & Aluminum  
Zinc Rib Weatherstrip  
Asbestos Siding Trim  
Screen Frame & Parts  
Brass & Felt Bottoms  
Automatic Door Bottoms  
Aluminum Mouldings  
Stainless Mouldings

And many other special rolled shapes.

**SOUTHERN METAL PRODUCTS CORPORATION**  
921 RAYNER • MEMPHIS, TENNESSEE  
Phones 2-9147 and 2-1898

# **"Do It Yourself" WEATHERSTRIPPING**

Silent-salesman display carton holds twelve 17-feet coils (1 1/8-in. wide). Guardsman Rust-Proof Bronze Weatherstripping; corrugated, punched and complete with coppered nails. Instructions for installing with each coil.

**NATIONAL GUARD PRODUCTS, INC. —**

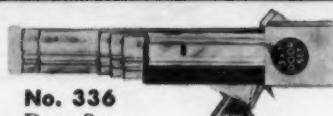
**HEADQUARTERS FOR A COMPLETE LINE OF METAL WEATHERSTRIPPING**

## JACK FROST WEATHER STRIP FOR WINDOWS AND DOORS!

**Low-cost, efficient!**  
**Rust-proof white**  
**metal fastened to**  
**moth-proof black**  
**felt. Pre-punched**  
**complete with nails.**  
**18-ft. coils.**



## GUARDSMAN PACKAGED UNITS



**No. 336**  
Door Set.  
(for 3'x7' door) Consists of all  
necessary component parts in  
one package, ready for easy  
installation, with complete  
instructions.

#### EXTRUDED ALUMINUM THRESHOLDS



**No. 435, Interlocking.**  
**3½" wide x 9/16" high.**  
**Concealed hook included.**



**No. 424, Saddle Type.**  
4" wide x  $\frac{1}{2}$ " high.

**All National Guard thresholds are highly polished, drilled and countersunk. Individually wrapped with necessary screws in neat package.**

ORDER "GUARDSMAN" WEATHERSTRIPPING FROM YOUR JOBBER OR WRITE  
**NATIONAL GUARD PRODUCTS, INC., Memphis, Tenn.**

of their 25th wedding anniversary. He reported that the association's 154 members in 20 states had been in business an average of 31 years. Their total monthly inventories are in excess of \$41,000,000—and their accounts-receivable average \$27,000,000.

Secretary-Treasurer Gallagher announced the admittance of Pittman Brothers, Inc., of Montgomery, Ala., as a new SSDJA member. He reported that the organization's group life insurance plan now includes 33 members, with 1,503 employees covered by some \$160,000 in annual premiums.

Reports on the promotion programs of related industry trade associations featured the first day's program. Robert H. Morris, general manager of Ponderosa Pine Woodwork, previewed the extensive 1954 advertising program in the **Saturday Evening Post** and other media. James F. Fowler, R. D. Behm, and Ormie C. Lance described the promotional activities of the Fir Door Institute, Hardwood Plywood Institute, and the National Woodwork Manufacturers Assn., respectively.

The services of field representatives of the Douglas Fir Plywood Assn. were explained and demon-

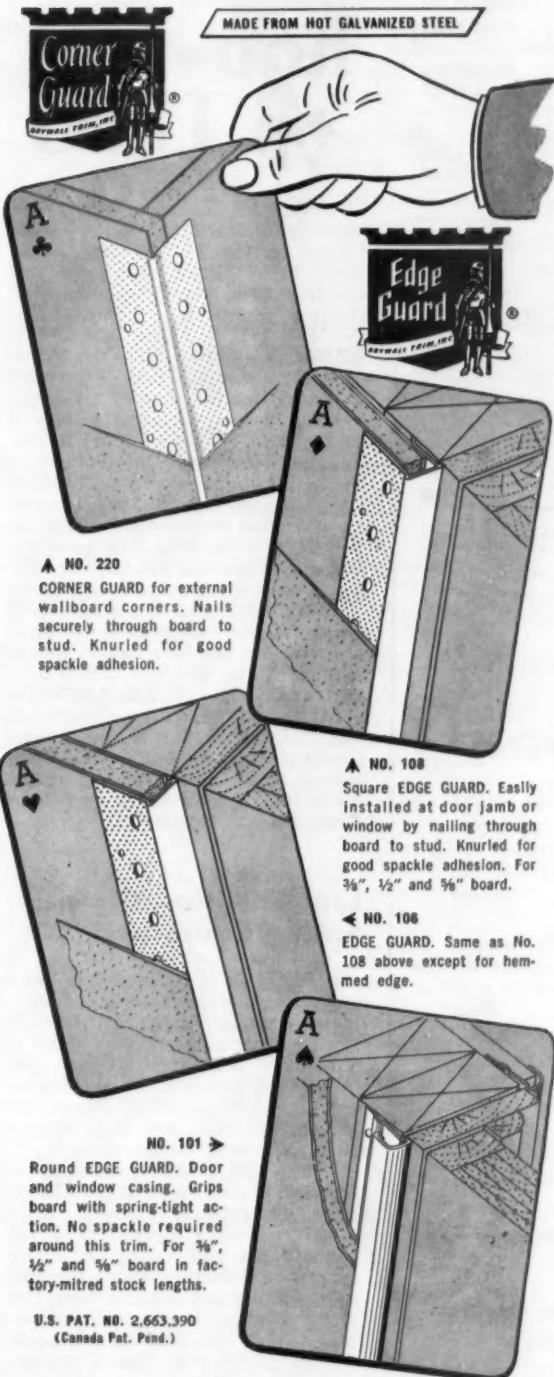


REPRESENTS M & M

C. Barney Gallagher Jr., of Memphis, Tenn., this month became sales representative for the M & M Woodworking Co. in the 13 Southern and Southwestern states. Since August '51 Gallagher had served as secretary-treasurer of the Southern Sash and Door Jobbers Assn. Before that he had served as sales promotion manager for a large Memphis appliance distributor. He is a graduate of Southwestern College and a World War II Air Corps veteran.

# 4 aces!

## TOPS in DRYWALL



At Building Material Dealers or Write Dept. SBS

**DRYWALL TRIM, INC.**  
2408 N. FARWELL AVE., MILWAUKEE 11, WIS.

**'We selected A & F Tileboard because It offered a lasting durable Finish'**



The beautiful Carnival Food Center, Tampa, Florida. Mr. R. A. Ferlita, contractor, chose AFCO for use in this modern store. AFCO is installed over the meat counter, which is 75 feet in depth. Mr. Ferlita says, "AFCO was installed in this particular location where the surroundings must be particularly neat and clean. Also the wall covering had to be something that was easy to clean."

"The store owner wanted something that would be attractive, and a surface where posters could be put up and removed easily."

"I have found AFCO easy to install, and it offers a really economical job to my customers. I am happy to recommend AFCO to anyone."

Attractive, easy to install, long-lasting, economical — AFCO offers many advantages to you and your customers.

### 3 SMART PATTERNS



Colorful tile effect, especially desirable in kitchen and bathroom. Score lines 4 inches apart, forming colorful contrasts.

Modern, rhythmic pattern; very effective for store or home use. May be used vertically or horizontally to obtain interesting decor.

Lustrous, mirrored surface. Offers perfect setting for modern or traditional interiors.

Jobbers and Dealers: Write for catalogue. Jobber franchises available, write for details.

**A & F TILEBOARD CO., INC.**  
ALEXANDRIA, LA.

strated by Paul Kay, Southern DFPA rep.

Secretary-Manager Erle Racey announced that the American Wood Window Institute seal of approval is now in use by 210 fabricating jobbers in 27 states. He said that AWWI membership was being expanded to include as associate members qualified producers who provide component parts for window units but do not put them together.

James M. Green, who advanced into the presidency from vice-president, announced that the 15th annual winter meeting of the Southern Sash and Door Jobbers Assn. would be

held at the Roosevelt Hotel in New Orleans, November 30-December 3. Reservations must be made through the association office at 920 Sterick Building, where Tom Birchfield is now secretary-treasurer. The new board of directors includes: K. T. Casey, Jackson Sash and Door Co., Inc., Mississippi; D. K. Covington, Jr., Harbor Sales Co., Inc., Baltimore; M. C. Davidson, Houston Sash and Door Co., Texas; Dan E. Hardy, Hardy Plywood and Door, Inc., Oklahoma City; Kenneth C. Johnson, Dyke Brothers, Little Rock; W. S. Miller Sr., Addington-Beaman Lumber Co., Norfolk; John W. Rourk,

Timber Products Co., Orlando, Fla.; Merritt Sutherland, Bass and Co., Inc., Hopkinsville, Kentucky; Ellis M. Wilson Jr., Wilson Lumber Co., San Antonio, and John W. Zuber, Zuber Lumber Company, Atlanta.

## hoo-hoo LOG



### Noah missed the boat!

If Noah had used COPPO, the ARK would probably be in the Smithsonian Institute today . . . and in pretty good shape, too. Just ask some of the commercial fishermen and fishing camp operators how COPPO makes wood and all fibrous materials last and last. They use COPPO on their boats, nets, docks and canvas 'cause it won't wash out!

Noah really missed the boat because he didn't have the "perfect pair" aboard . . . COPPO and new COPPO CLEAR. There are some dealers, today, who are missing the boat on preservative sales because they don't handle COPPO and COPPO CLEAR. Both are strong on merchandising—safe to recommend to your trade.

Your jobber has these profit-packed preservatives, so don't YOU miss the boat! Order COPPO today!



Write us for additional information and nearest jobber now!

**The Coppo Company, Inc.**  
2342 South Lauderdale • Memphis, Tenn.

**GURDON, ARK.** Cats held their final meeting for the season in May. Club officers are George Torgerson, president; Earl Frizzell, vice-president; J. I. Ingraham, secretary, and Barney Overton, treasurer. . . . Members of the **SOUTH PLAINS** and **PAN-HANDLE PLAINS** clubs in Texas carted their families to the Plainview Country Club on June 12 for a delightful day of recreation and a smorgasbord supper. Golf, swimming, horseshoe pitching were among the activities pursued. . . . **TAMPA** Cats, their wives, and guests enjoyed an afternoon and evening of fun on June 5 at Villa Euse. The gang engaged in swimming and boating until 5 p.m., cocktail dancing to live music until 8 o'clock, and then a roast beef dinner. Visitors among the 110 present were Mr. and Mrs. Ray Tylander, of Fort Pierce, and Mrs. Marie Bennett, of Orlando. . . . The **GREATER MIAMI** Club held a business meeting June 8 at the Miami Shores Country Club. A Membership Committee was appointed and plans made for a September concat. Four Kittens were introduced.

### Leroy Still Heads Georgia Roofing Contractors

Leroy Still, of Atlanta, was elected president of the Roofing and Sheet Metal Contractors Assn. of Georgia at the fifth annual convention in Savannah last month. Other new officers are James H. Welch, Valdosta, vice-president; K. F. Dunlap Jr., Macon, treasurer, and B. L. Noblitt, Augusta, executive secretary.

Nearly 250 persons attended the convention and heard forum discussions on gypsum products, sheet metal, warm-air heating and air-conditioning, and roofing and siding. Among the factory representatives participating in the latter were Barrett's George R. Thomas, Johns-Manville's Foster Walton and Lester Forbes, Bird's J. H. Van Hoy, Celotex's A. L. Dent, Ruberoid's John Hall, Armstrong Cork's J. M. Fowler, National Gypsum's A. W. Everitt.

On opening day the contractors and suppliers toured the Savannah plant of the National Gypsum Co.

**JUST  
ADDED**

4 More Dry  
Kilns. Our  
Capacity now  
1 1/4 Million  
Bd. Ft. per  
Charge.

**WE ARE ALL SET . . .** To give your orders careful attention and prompt shipment . . . **WE NEVER STOP MANUFACTURING** Ponderosa and Sugar Pine from our own large resources . . . top quality kiln-dried interior trim, jambs, frames, incense cedar venetian blind slats, glued-up panels, cut stock, box shooks . . .

**What You Want, When You  
Want It.**

**Ralph L. Smith Is Your  
Dependable Source Of Supply.**

*Mixed Cars to the Trade,  
Our Specialty*



**The Ralph L.  
SMITH  
Lumber Company**

Mills at  
Anderson and Castella

Sales Office at  
Anderson, California



**Sugar Pine • Ponderosa Pine • Douglas Fir  
White Fir • Incense Cedar**

**There's a BESSLER way to do it!**



There's an easier, better way to get your home-buyers up into their attics and upper floor areas! It's the BESSLER DISAPPEARING STAIRWAY method. Used for over 40 years in new and old homes of every type. Safety-engineered in every detail. Meets all building codes. Attractively priced.

**FREE BESSLER CATALOG!**

Gives complete specifications on 7 Bessler Disappearing Stairway models. Hundreds of thousands in daily use. More sales and service features than any other type. Write now!

SEE  
SWEET'S

**BESSLER DISAPPEARING STAIRWAY CO.**  
1900-F East Market Street, Akron 5, Ohio

**LATHERS APPLAUD**



**Our No. 50 Quarter-Round  
Steel Plaster Grounds**

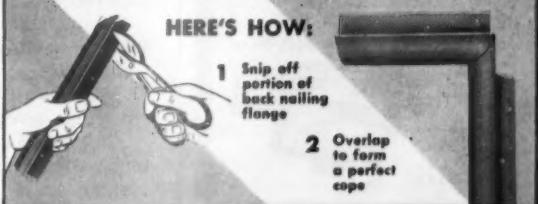
(FOR DOORS AND WINDOWS)

**Precision Die-Cut for  
Accurate, Faster Installation**

- Right-hand mitre at one end; left-hand mitre at other end.
- Short flange in 1/2", 3/4", 7/8" grounds.
- 7', 7' 3", 10' lengths; 1000 ft. per crate.
- Four other styles available with standard square-cut ends.

**IDEAL for PERFECT COPED JOINTS, Too!**

**HERE'S HOW:**



At Building Material Dealers or Write Dept. S. B. S.

**CASINGS INC.**

2408 N. FARWELL AVE., MILWAUKEE 11, WIS.

6 Conveniently Located Warehouse Inventories  
for Fast, Efficient Nationwide Service

# J.M.J. TILE CUTTERS

Tools of quality for quality workmanship. Each J.M.J. cutter is expertly and exactly designed for the types of tile designated.



## BLADE RESHARPENING SERVICE

DEALER RENTAL  
PROGRAM AVAILABLE

WRITE FOR LITERATURE AND  
NEAREST DISTRIBUTOR TODAY.



**J. M. J. INDUSTRIES**  
Engineers • Manufacturers

228 CENTREVILLE AVENUE  
BELLEVILLE, ILLINOIS



## "MILLION DOLLAR CASTLE" TO SPUR BUILDING

In this scene from "Million Dollar Castle," Walter Abel, far right, in the role of a builder, explains to Beulah Bondi, Kent Taylor, and Bonita Granville the many new products and construction techniques used in producing new homes today. This \$100,000 film is the first full-length dramatic movie designed to make homebuyers out of viewers. Produced by the National Assn. of Home Builders, American Title Assn., and a host of building products manufacturers, the film is available for showing to clubs, churches, schools, conventions, trade groups, and television audiences. Over 50,000,000 persons are expected to see the movie within the next two years.

## Gypsum Board Jobs

(Continued from page 25)

**Insulating**, which features aluminum foil bonded to the back surface.

**Sixteen-inch paneling**, which is a standard board with a photographic reproduction of such woods as knotty pine, bleached or ribbon mahogany, or walnut; a striated surface, or a plain surface to be papered or painted.

"Standard" is most frequently sold, providing a smooth surface, usually for a primer and one coat of paint. Wallpaper and other wall coverings are easily applied to it.

For single-ply construction,  $\frac{1}{2}$ -inch panels are applied to the framing.

Most manufacturers recommend double-ply walls of gypsum board. A finish layer of  $\frac{1}{8}$ -inch board is laminated by adhesive in opposite direction to the base layer, which is nailed to studs or joists. The cost is not much greater than  $\frac{1}{2}$ -inch single applications, since the operation that takes the most time and labor — finishing the joints — is required only once. The second layer of panels is glued to the first. Only several nails are used to hold

the second layer in place for drying, so that the number of nail-holes to be finished — and consequent possibility of "nail pops" — is cut considerably.

The advantages of double-ply construction are greater fire resistance, greater insulation, less noise transmission, and a sturdier wall. It also helps offset or overcome slightly crooked wall framing or old surfaces.

Gypsum board virtually does not contract or expand. In the process of manufacture, a certain amount of water remains as water of crystallization. Studs can burn only when this water is driven out by extreme heat and temperature on the other side of the board rises to 212 degrees F — after about 30 minutes for  $\frac{1}{8}$ -inch thickness and 40 minutes for  $\frac{1}{2}$ -inch thickness.

In remodeling work, the  $\frac{1}{8}$ -inch thickness is applied right over cracked plaster, wood, or other wallboard.

Gypsum sheathing, too, is popular because of its fire protection, economy over many other materials, and speed of application. A dramatic way to emphasize to a customer the advantages of such a sheathing — or wallboard — is actually to apply fire to one side and let the customer put his hand on the other side of the panel.

The 16-inch gypsum board pan-

els in wood-grain, striated, or plain finish can be applied by the Do-It-Yourself enthusiast with minimum instruction. The panels are pre-finished and joints need no covering. Flaking plaster or peeling wallpaper should be removed. But the panels are quickly applied with adhesive to any sturdy surface.

One small-town dealer — Privat Brothers, Inc., in Rayne, Louisiana — does a big-town job of selling gypsum wallboard by "showing and telling" customers who enter the store. The entire interior of the store was covered with gypsum board — walls, ceiling, and even paneling to mark off the office and merchandise areas.

A manufacturer's display is used to show how gypsum board is applied and list its advantages. This display frequently is used to sell remodeling jobs. "One advantage of gypsum board," Fernand Privat pointed out, "is that there is seemingly no saturation point.

"Every time a housewife adds a new closet, room, or changes a wall in any way, she is a potential customer for gypsum board."

Agreeing with Privat, the Gypsum Association has outlined an extensive advertising campaign aimed at the estimated \$7,000,000,000 Add-A-Room market. Even houses with other types of existing interior walls can appropriately feature an added room with gypsum board or panels on the walls.

To carry out this promotion, the Gypsum Association urges dealers to:

1. Establish their place of business as Add-A-Room headquarters through truck signs, displays, direct mail.

2. Feature the Add-A-Room theme in all radio and newspaper advertising.

3. Team up with local contractors to help close prospects.

4. Be prepared to give advice on financing methods and loan sources.

Another great advantage of selling gypsum board over some other types of wall construction is its ease of handling and stocking. For a dry-wall job, the dealer has only one major product to deliver — and the gypsum board or panels come packaged for easy handling by hand or fork-lift truck.

Carloads of gypsum board now are loaded so that arms of a receiving dealer's fork-lift truck can fit between spacers. The height of each stack of board is determined in advance by the dealer's request.

"Of course, it will have the **best of everything!**"

"That means those **wonderfully s-m-o-o-t-h**, so easy-to-open **HIDALIFT** fitted windows."



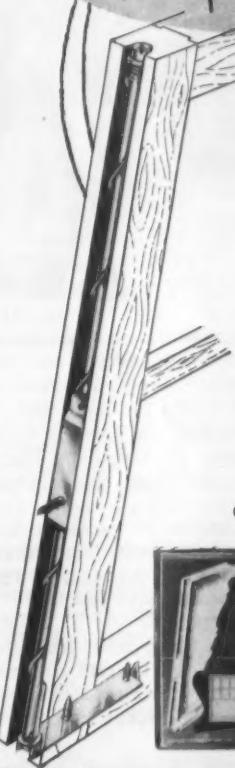
## HIDALIFT

*the completely modern sash balance*

enthusiastically endorsed by  
leading architects, builders, and  
homeowners everywhere

That's because this streamlined, modern sash balance has everything. Completely concealed, it boasts positive lifting power provided by the highest quality coil spring. Its smooth-as-silk operation insures positive gliding action and perfect window balance at all times. Tension may be readily applied DURING installation on the "L" type attaching bracket; or AFTER installation on both the "L" and "Cup" types.

Hidalift is backed by aggressive sales-building advertising and merchandising campaigns — offers alert dealers, builders and contractors unlimited profit possibilities.



QUALITY PRODUCTS FOR OVER A CENTURY

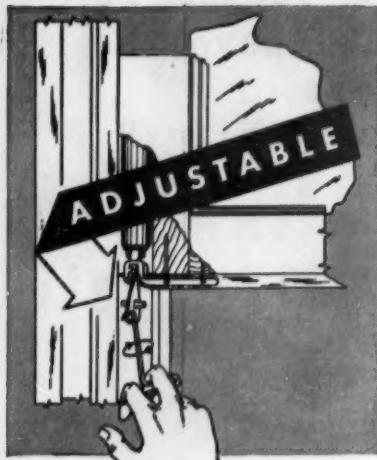


For literature, detailed information and prices, contact your nearest Hidalift representative.

GEORGE F. CURRIE  
3105 Roswell Rd., N.E., Atlanta, Georgia

LAURENCE J. BALDWIN & SON  
306 Carondelet Bldg., New Orleans 12, La.

FRED H. ZIMMERMAN  
2608 Reagan Street, Dallas, Texas



## SPIREX SPIRAL-SPRING SASH BALANCES

Complete range of sizes. Only SPIREX has all seven of the most wanted features.

- Can be installed while sash is in or out of frame
- Adjustable after balance is installed
- Only 3-4 turns required to tension balance for 24" x 24" sash
- Positive lifting power
- Fits round or square groove either  $\frac{5}{8}$ " x  $\frac{1}{4}$ " or  $\frac{5}{8}$ " x  $\frac{1}{4}$ "
- Quiet operation
- Shipped in durable telescoping carton with easy size number identification

AVAILABLE IN  
ALL SIZES

## CALDWELL CLOCK-SPRING SASH BALANCES

CALDWELL guarantees smooth trouble-free operation of double hung windows for the life of the building.

Tape-locking device speeds installation. Window units equipped with overhead clock-spring balances require a minimum of on-the-job carpentry.



Type 242 FT

CALDWELL MANUFACTURING CO.  
63 Commercial St., Rochester 14, N. Y.  
Please send catalog and price list 10c

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

## Texas Students Build Home Research Cottage

Assisted by the San Antonio Assn. of Home Builders, 40 students have undertaken a major construction project on Trinity University's campus in San Antonio, Tex. Three co-eds and 37 men students—all majors in "the Business of Home Building"—are helping to build a Home Builders Research Cottage.

The 2,500-square-foot cottage is designed to serve three main functions: (1) to train Trinity home economics students in modern techniques of home family living, involving multi-purpose laboratories for studies in nutrition, textiles, child care, and related subjects; (2) to provide a laboratory for Trinity students of homebuilding, and (3) to demonstrate new home products and display modern materials.

Mal Schraub, Trinity's director of homebuilding and supervisor of the project, said that San Antonio suppliers would be asked to contribute materials and professional services.

The research cottage, which will conform to Trinity architecture, received its initial impetus when the San Antonio Association of Home Builders endorsed the project and gave \$1,350 to the building fund.

With a value of approximately \$35,000, the building will be constructed of brick, vertical wood siding, and double hung windows. The interior will utilize as many different kinds of materials as will conform to requirements of function and decoration. It will contain two bedrooms for home economics students and a bedroom for a resident supervisor; two full and two half bathrooms; and a combination living and dining room for use of students, faculty, and homebuilders groups. The kitchen area will contain "U," "L," and "strip" kitchens, with separate and different appliances.

The homebuilders' laboratory will occupy a space ordinarily used for a two-car garage. This area will feature displays of materials, power tools, and other homebuilding items.

The cottage will be air-conditioned throughout and will be heated by a variety of methods.

## Profitable 'Garden Corner' in Lumber Yard



★ Home gardeners are expected to spend over \$1,000,000,000 for garden equipment, seeds, and fertilizers this year. To get their portion of this business, the Livezey Lumber Company in Aberdeen, Maryland, has installed this Garden Corner.

It is set aside on the sales floor of their recently-remodeled building by a small white picket fence. The area measures 13 feet wide by five feet deep.

Inside the fence is an imitation grass floor. Artificial flowers grow in two flower boxes and climb up trellises in the background.

Hand tools are fastened to the walls. Bulkier items, such as wheelbarrows and lawnmowers are in front. A display unit holds packaged goods, such as insect killers, fertilizers, spray guns, seeds, and other small hand tools.

Dorsey Ficklin, who is in charge of this department, designed the whole display. "Grass seeds provide our heaviest turnover, with fertilizers following close," Ficklin explained.

The company management credits the display with doubling sales of garden supplies within a month. It is kept neat and well stocked.

## Dolcater Now President of Krauss Brothers



JOHN H. DOLCATER, above, has been elected president of the Krauss Bros. Lumber Co. He succeeded S. M. Krauss, of Seattle, Wash., who now is chairman of the board. Dolcater continues as general manager and treasurer of the Tampa corporation that wholesales timber products to retail lumber dealers and millwork plants throughout Florida.

Other officers of the firm include Donald H. Bennett, vice-president, and Wilber R. Davis, Jr., secretary and assistant treasurer. The Krauss Bros. Lumber Co. was formed in Hattiesburg, Miss., but moved to New Orleans in 1903. For the last 30 years it has been located in Tampa, Fla.

Dolcater has been an officer of the corporation for 25 years. A leader in both civic and industrial organizations, he has served as president of the Greater Tampa Chamber of Commerce, Tampa Builders Exchange, Rotary Club, and Boys Club. He has been an associate member of the Florida Lumber and Millwork Assn. since 1921.

Dolcater's "first love" among organizations is the International Concatenated Order of Hoo-Hoo. He now serves as Senior-Hoo-Hoo on the Supreme Nine and head of jurisdiction No. 9. His Hoo-Hoo number is 37372.

## Outlets for Consoweld

The following new Southern wholesale distributors for Consoweld plastic surfacing have been appointed by Sales Manager Jack Davies:

In the Atlanta area, Georgia Metal Mouldings — a new branch of Tennessee Metal Mouldings of Nashville.

In the Chattanooga area, Teco Supply Co. — a new branch of the Tennessee Concrete and Supply Co. of Knoxville.

In the Columbia, S. C., area, a branch of the same name and management as Building Specialty Distributors, Inc., of Charlotte, N. C.

## Flooring Distributors

Sales Manager E. L. Farr Jr. of the B. F. Goodrich Company's flooring division has named the following as wholesale distributors for its Koroseal tile, rubber tile, asphalt tile, rubber cove base, and accessories:

Tennessee — Asher-Myers, Memphis.

Florida — Crowther Marble and Tile Co., Jacksonville.

Kentucky — Myers Paper Co., Paducah.

Georgia — Pratt-Dudley Builders Supply Co., Augusta.

West Virginia — W. L. Smith and Co., Charleston.

## STRICTLY wholesale

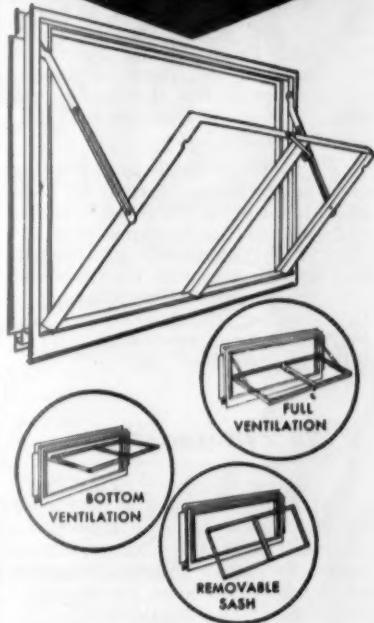
STOCKTON, CALIF.: Jack L. Ford, representative of Tarter, Webster and Johnson, Inc., large wholesalers of West Coast lumber and lumber products, made a tour of the South last month. Ford called on jobbers and wholesalers in Texas, Louisiana, Oklahoma, Missouri, Arkansas, and Tennessee, before returning here.

SOCIETY HILL, S. C.: The building housing a furniture company and the J. G. Maynard wholesale lumber firm was destroyed recently by fire. The building's 75,000-gallon water supply was insufficient to put out the blaze.

ATLANTA, GA.: Lindsey L. Braden is new Atlanta territory salesman for the local branch of the Southern States Iron Roofing Co. He was transferred from Savannah headquarters, where he had been assistant manager of the IBM department, according to Branch Manager Jules E. Petris. Leroy Blackstone is the new Ssirco metal products salesman in Atlanta. Dickey Shurling is north Georgia sales representative, while Eddie DeAngelis continues serving central Georgia dealers. John Cook is the assistant branch manager.

COVINGTON, KY.: The Dwight Hinckley Lumber Co. recently observed its 50th year of service to

**VENTO**  
**"CHAMPION"**  
THE BONDERIZED  
BASEMENT WINDOW  
OF EXTRA VALUE



14-gauge electrically welded frame, fins welded to jamb for quick installation and double contact with leak-proof watershed sill. A plus value incorporates a redesigned latch which assures positive operation under all conditions.

Also ask about the extra value in:  
**VENTO "THRIFTY" BASEMENT WINDOWS**  
**VENTO FORMED STEEL LINTELS (FOR BLOCK AND BRICK CONSTRUCTION)**  
Vento "Champion" Barred Basement Windows  
Vento "Champion" Utility and Barn Windows  
Vento Thrifty Utility and Special Type Windows

Write us for full information  
Some desirable territories are open for representatives and distributors.  
Write for particulars.

**VENTO STEEL PRODUCTS CO., Inc.**

253 Colorado Ave., Buffalo 15, N. Y.

retail dealers in this area. Dwight Hinckley has been active in the lumber business for 60 years and is assisted in business by his son, Timothy D. Hinckley. The elder Hinckley is a past-president of the National-American Wholesale Lumber Assn.

ATLANTA, GA.: Charles J. Huckleberry, former sales manager and official of the Atlanta Plywood Co., is now a stockholder and sales manager of the Perry-Jones Lumber Co. This firm is an exclusive wholesale concentration yard for West Coast lumber and plywood. It is affiliated with the Long-Leaf Lumber Co., which treats lumber in its Celcure and penta-processing plants. Huckleberry has been identified with West Coast lumber products for 23 years, serving with the Harbor Plywood, Long-Bell, Pacific Mutual Door, and Morgan Sash and Door companies. He is active in Hoo-Hoo and in the National Assn. of Commission Lumber Salesmen.

ATLANTA, GA.: Clyde G. Perry is now sales representative for the Flintkote Co. in northeast Georgia and east central Alabama. A graduate of the University of Georgia, he formerly was with the Campbell Coal Co., Central Woodwork, Inc., U. S. lumber procurement staff, and the Perry-Jones Lumber Co. He is active in Hoo-Hoo.

### Policy Insures Profit

A new form of policy, called Earnings Insurance, has been developed by the Agricultural and Empire Insurance Companies to protect retail stores and service enterprises against loss of earnings after fire or other disaster causes a shut-down.

Even though every tangible asset is fully insured, if an item selling for \$10 is destroyed, the dealer receives only the purchase price from his fire insurance company and loses the profit mark-up. This new policy insures the profit.

### HARBOR BRANCH MANAGERS

Heading up the sales warehouses of the Harbor Plywood Corp. of Aberdeen, Wash., in Florida and Georgia are the two men shown here.

R. L. (Bob) Stelzer took time out while entertaining dealers at the last Florida convention in Jacksonville to pose with the "Handy Panels" display rack, at far right. He is manager of Harbor's warehouse in Jacksonville. He has been with Harbor Plywood since his graduation from Iowa State College. Upon returning from Army duty in World War II, Stelzer was made manager of the Harbord Mercantile Co., the firm's sales warehouse in Aberdeen, Wash. In 1950 he was transferred to Florida as assistant manager. In August, 1952, he was made Florida sales manager.

After serving as assistant manager of Harbor's Tampa sales warehouse for 3½ years, Kenneth MacDonnell has been made full manager. Previously, Stelzer had managed both Florida warehouses. Salesmen assisting MacDonnell are Dan Kelly and W. Frank Jones.

Carl Harbin, a native of Atlanta, has been associated with the Harbor warehouse in Atlanta, Ga., since 1936. After three years' service in the U. S. Navy during World War II, when he learned much about the durability of marine plywood, he was

made assistant manager of the Atlanta operation. When H. W. Van Natta was made national sales supervisor in 1952, Harbin was appointed manager of the Atlanta warehouse. One of Harbor's oldest sales warehouses, it serves a large Southeastern area.

All three managers—Harbin, Stelzer, and MacDonnell—are active in Hoo-Hoo and other industry organizations.

### New Miss. Pine Group

A chief aim of the newly-organized Mississippi Pine Lumber Manufacturers Assn. is to advertise cooperatively the advantages of pine.

The group's plan contemplates a \$61,000 annual budget to cover Mississippi and Memphis, Tenn., and New Orleans, La., areas through various advertising media. Marks and Neese, Inc., advertising agency, will handle the account. Funds will come from a 25-cent assessment per thousand of pine sold by members.

At the formal organization meeting in Jackson, May 6, Price Paschall, Brandon, was chosen president; A. D. Wicks, Jackson, vice-president; Warren Hood, Jackson, secretary-treasurer; J. R. Phillips Jr., Europa, Northern director; Tom Gwin, Summit, Southern director; Ham Sanders, Meridian, Eastern director, and Henry Fair, Louisville, Northeastern director.

Member S. P. I. B.

# SOUTHERN PINE LUMBER

## WORD GRAND OAK FLOORING...WORLD-BRA

Member N. H. L. A.

Siding Finish  
Ad Dimensions  
KD Pine Flooring  
YELLOW POPLAR  
RED CEDAR CLOSET LINING

W. J. WORD LUMBER CO.  
SCOTTSBORO — ALABAMA

Phone 327

las Fir Plywood

Handy Panel

TO BUY  
TO CARRY  
TO USE

Select as man

EXTERIOR TYPE  
EXT-BPA positively  
identifies plywood with  
durable WATER PROOF  
glue

INTERIOR  
INTERIOR  
use indoor  
exposed to  
weather

# dealers!

low cost storage space with EZ-Way Folding Stairways • increase sales — show your customers the advantages of this inexpensive storage space

## EZ-WAY Folding Stairways

Sturdily built, modern in appearance. EZ-Way features touch-control, balanced spring action. Close study of EZ-Way Folding Stairway features will prove to you the way to best please your customers on auxiliary, low cost storage space.

Write TODAY for the illustrated brochure providing information and specifications on EZ-Way products. EZ-Way products are manufactured by EZ-Way Sales, Inc., Box 300-5 St. Paul Park, Minnesota.

# EZ-WAY!

## ORDER STONE MOUNTAIN ALUMINUM SCREEN

THE QUALITY SCREEN FOR QUALITY JOBS

- Full-size Alcoa Alclad Wire
- Full mesh count—Double selvage
- Lightweight—never needs painting
- Won't stain masonry or woodwork
- Lowest cost in the long run
- Carefully woven by skilled workmen on precision equipment
- Meets Bureau of Standards CS 138-49

We have the only electric baking oven in the country for careful control of the quality

*permaguard* COATING

Southern Made for Southern Requirements

CALL COLLECT FOR CURRENT PRICE LIST

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## DONLEY VENTILATORS for GREATER PROFITS



Triangular ventilators for a variety of roof pitches. Larger capacity two-piece design available.



Half-circle style has 116-square inches of free air passage, excluding screen effect.



Quarter-circle for use in pairs with 112-square inches of free area.



Rectangular type available in ten sizes.

Write today for the new 24-page illustrated catalog describing the complete line of Donley metal building products



# -Donley-

1951-DB

THE DONLEY BROTHERS COMPANY  
13905 MILES AVENUE • CLEVELAND 2, OHIO

## One-Stop Store

(Continued from page 30)

put casters on the units so that they could be moved about for variety and to help push seasonal merchandise."

The new display system has greatly simplified the company's inventory checking and ordering. Practically all building materials except lumber are actually stocked on the sales floor, so that a quick glance around the store every few days permits personnel to keep low inventories balanced by ordering frequently.

The Woodward Lumber Company introduced its new facilities and plant to the public with "open house" on March 9 and 10. Several factory representatives conducted demonstrations of their products. The representative for the tool sales and rental department, a newly-added service, spent nearly a week in Augusta, making sure that both Woodward personnel and visiting customers understood the proper use of tools and all they can do.

## AVAILABLE AT ALL TIMES KILN DRIED CABINET WOODS Walnut, Cherry, Mahogany, Rift Oak.

See complete list below.

Any quantity up to carload lots. Immediate delivery or pick-up. Walnut, Cherry, Red and White Oak, Mahogany, Northern Birch, White Ash, Hard Maple, Poplar, Basswood, Prima Vera, Idaho White Pine, Red Gum, Cypress.

CHESTER B. STEM, INC.



657 Grant Line Road  
New Albany, Ind.

Despite newspaper delivery difficulties on the day before the event, in which Woodward ran a full-page ad, more than 2,000 persons registered in the store for the door prizes. Among them were a portable charcoal grill, electric mixer, paint,  $\frac{1}{4}$ -inch electric drill, door knockers, household tool kits, 50 square feet of plastic wall tile, and nylon paint brushes.

"We didn't sell much during the 'open house,'" Kennedy said. "People didn't seem to realize we were open for business. But the following week the place was jammed with buyers."

One end of the display room is partitioned to form a Curtis wood-work kitchen, seen from the outside at the front of the store, and behind it is a den or living room that is used as the home-planning center. The latter is so inviting that many women who come in for some small item can hardly resist stopping a moment to relax and look through the idea books, current home-decorating magazines, and free literature.

This room is paneled in 10 different woods — knotty cypress, clear cypress, parana, knotty pine, Philippine mahogany, Philippine mahogany veneer on plywood, birch, hazelwood, Honduras mahogany, and oak. The company has sold many panel orders just from this room. When people see the price listed on the panels in cents-per-square-foot, it overcomes a preconceived notion that knotty pine is all they can afford.

The planning room ceiling features four treatments: select and unselect striated plywood block, acoustical tile, and fiberboard blocks.

Two mantels are shown, one at each end of the room. Also shown are a ceiling fan, double-hung windows, corner china cabinet, telephone cabinet, and ironing board cabinet.

The table is made of two flush doors attached to iron legs, sold by Woodward in packages. Even matching chairs were made with the iron legs and back frame, plywood seat and back, and covered with plastic materials — a nice

job for any home handyman.

On a slightly-raised platform, eight kinds of flooring are shown as they would look in a home.

One addition to the merchandise lines that has quickly achieved surprising popularity is a line of aluminum screen wire, aluminum framing, and hardware. A compact display shows the customer how he can build his own custom screens in little time.

Another compact stand, with slanted counter top at convenient height for customers to turn pages of a sample book while standing up, holds Easi-Bild patterns for home workshop use. "This gives customers ideas for home projects they hadn't thought of themselves," explained W. L. Lee, secretary-treasurer. "Sometimes after casually flipping through pages of the pattern book, a home handyman will come back later, look up the pattern, and take the materials home for his project."

Two weekly television spots demonstrate use of various products for Woodward Lumber Company. A "skeleton crew" keeps the store open on Friday nights, and husbands and wives are invited through advertising to come into the store together that night.

The company also uses two radio spot announcements a day, four classified newspaper ads daily. The firm has hired an advertising agency to prepare copy advising the the best use of the budget of two per cent of sales the company has allocated for advertising.

## PC Praised for Its Mobile Product Exhibit

Reports indicate that the Caravan of Quality Building Products, with showings in 33 major markets throughout the nation, is securing even more attention than the sponsors had originally hoped for.

It contains some 45 specially-built exhibits of members of the Producers Council, national organization of building material manufacturers.

The uniform construction of all booths gives added importance to the products and descriptive literature being shown. It solves the old problem of one booth outshining another. After seeing the initial showing in Pittsburgh, a board member wired the PC office: "We can predict an overwhelming promotional success which will enhance the prestige of all chapters."

Several architects commented that it was the "finest building material exhibit in history."

### FOR SALE BY OWNER

Retail lumber and hardware business, located in Southwest Louisiana. This is a real opportunity. Owner wishes to retire. Address Box 44, SOUTHERN BUILDING SUPPLIES, 806 Peachtree St., N.E., Atlanta 5, Georgia.

When **QUALITY** and **SERVICE** count  
call for

## G-P-PLYWOOD -LUMBER -DOORS



You buy with efficiency, economy and confidence when you buy from Georgia-Pacific. And one call does it all . . . so call your G-P office for fast deliveries of every species, size and grade of plywood and lumber.

**G-P PRODUCTS**—G-P Ripplewood Textured Paneling • GPX Plastic-faced Plywood • G-P Crownply Hardwood Plywood • G-P Plysheet Southern Plywood • Douglas Fir Plywood • Giant-sized Scarfed Panels • Fir Pattern Doors • Hardwood Flush Doors • Cypress and Redwood Lumber • Southern Pine • Southern Hardwood Lumber • Western Lumber • Treated Lumber and Timbers • Residential and Factory Flooring • Moldings.



**GEORGIA-PACIFIC**  
PLYWOOD COMPANY  
SOUTHERN FINANCE BUILDING,  
AUGUSTA, GA., CALL 2-8383

## CLEVELAND BUILDING SPECIALTIES

- VENTILATORS
- SIDING CORNERS
- WALL TIES



JOIST  
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RIBBED STEEL  
CROSS BRIDGING

Write for Complete Catalog

CLEVELAND STEEL SPECIALTY CO., INC.  
ESTABLISHED 1924  
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TIMBER  
RING

- AREA WALLS
- WINDOWS
- LINTELS



28 of the 30  
dealers who took the  
blindfold test  
found L-O-F easiest to cut

the easy-to-cut **WINDOW GLASS**

LIBBEY-OWENS-FORD GLASS COMPANY, TOLEDO, OHIO

take a  
good look at **INCENSE CEDAR**



one of 10 woods from the

## WESTERN PINE region

Great resistance to decay, fine dimensional stability, high insulation quality make Incense Cedar a superior wood for all weather-exposed jobs. Lightweight, workable, paintable, it is an economical wood. Its reddish-brown color, silky surface, delicate grain and spicy fragrance suit it for fine woodwork and closet linings.

Incense Cedar comes in 3 select and 5 common grades. You can order it in mixed cars—together with the other woods of the Western Pine region—from most Western Pine Association member mills.

## the Western Pines

IDAHO WHITE PINE  
PONDEROSA PINE  
SUGAR PINE

INCENSE CEDAR  
LARCH  
DOUGLAS FIR  
WHITE FIR  
ENGELMANN SPRUCE  
RED CEDAR  
LODGEPOLE PINE

## the Associated Woods

get the facts  
to help you sell **INCENSE CEDAR**

Write for the FREE illustrated booklet to  
WESTERN PINE ASSOCIATION  
Yeon Bldg., Portland 4, Oregon





**The ayes of Texas are upon us! Now, we proudly announce a Dallas plant to serve dealers and distributors in this area.**



**East or west . . . for new construction and for replacements:**



Here's why:

**Only Loxycreen has 2-way-pull Spring Latch.** Once set it keeps tension side-to-side, top-to-bottom.

**Only Loxycreen has 2-way length adjustment.** Extra folds of screening, and floating bar allow adjustment to perfect closure regardless of window frame variations.

Lifetime aluminum bars, full-length screening and hanger assembly come in a simple, complete package your customer will buy across the counter. Installation is so easy, the housewife can do it herself in 5 minutes. Naturally, these satisfactory screens boost your volume and profits!



**THE SCREEN IN THE WINDOW SHADE CLASS**

**Write for details—THE LOXSCREEN COMPANY**

Box 5133, Columbia, S. C. or 2120 Irving Blvd., Dallas, Tex.

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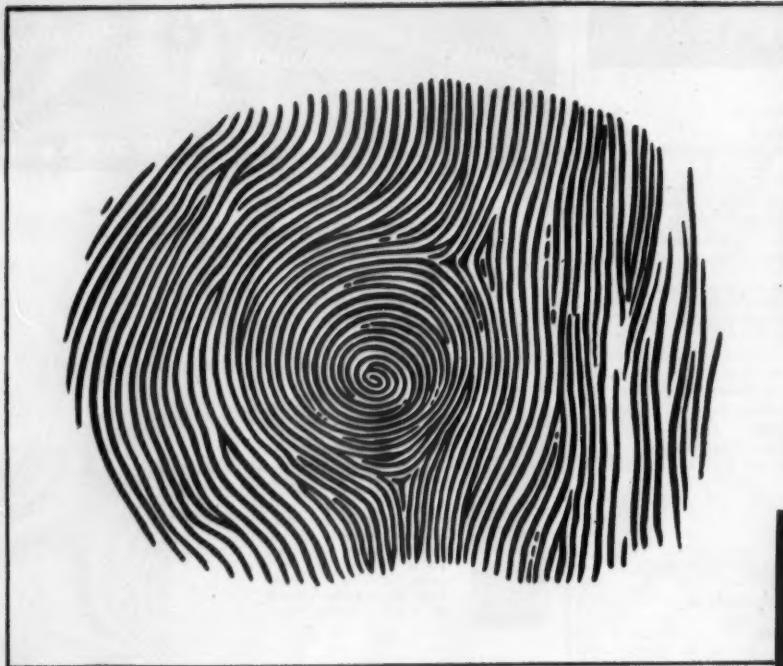
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Refer to SWEET'S FILE 16



\*"Windows in Modern Architecture" by Geoffrey Baker and Bruno Funaro

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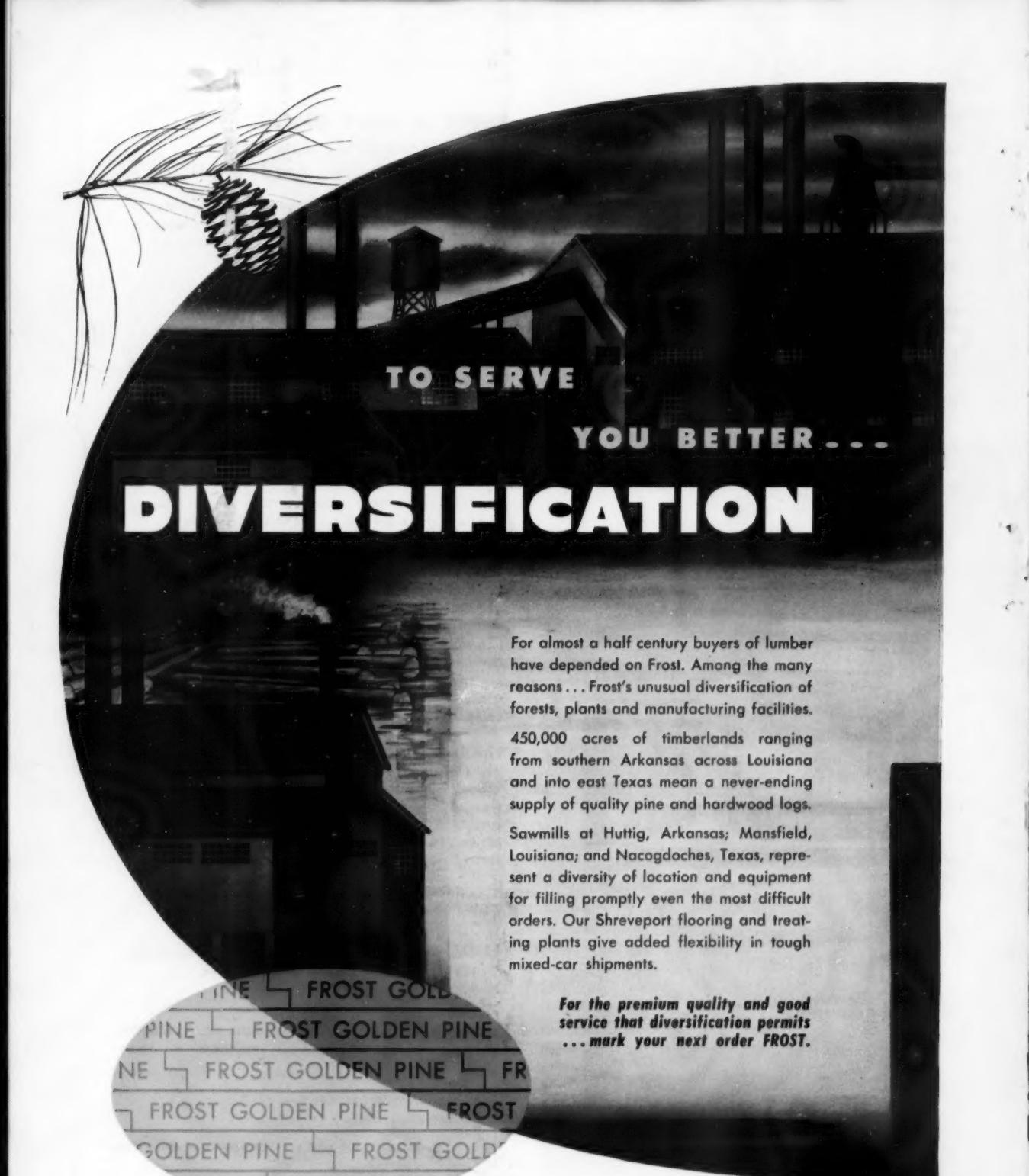
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